NOVEMBER 21, 1955 35c PER COPY

BROADCASTING TELECASTING

THIS ISSUE:

25TH year

ALL NIGHT Show

$55 PER WEEK

for 6 one-minute spots!

This is a flat rate—for one week or a hundred weeks. These spots are going like hotcakes! There are still some choice ones left. See your Forjoe man at once for the exciting story!

WXEX-TV

RICHMOND, Petersburg and Central Virginia

TOM TINSLEY, President IRVIN G. ABELOFF, Vice President

WHEN DOES
300 Microvolts Per Meter = 100 Microvolts Per Meter?

Enlightened Timebuyers Know This:

	Grade A Service	*Grade B Service*
Channels	*Microvolts Per Meter*	*Microvolts Per Meter*
2 to 6	2500	220
7 to 13	3560	630

F.C.C. Engineering Standards

DID YOU KNOW IT, and that it takes 630 microvolts per meter on Channels 7 to 13 to produce (at a TV receiver) the same results as 220 microvolts per meter produces from stations operating on Channels 2 to 6 for Class "B" service.

When the standard of 100 mv/m is used to describe a station's service, it is of little value without considering the channel upon which the station is transmitting.

In other words, just as it takes 316 KW of power for stations on Channels 7 to 13 against 100 KW for Channels 2 to 6, it likewise takes approximately three times the signal strength to produce the same results.

THE FACTS TO REMEMBER

Whenever considering the power of stations operating in the upper and lower half of the Very High Frequency Bands, remember the lower half requires only 1/3 the power

And

When considering field strengths in microvolts per meter for the upper half of the band, it will require approximately three times the value of the lower half.

When the 100 microvolt contours for the lower half, Channels 2 to 6, are being compared with the upper half of the same band, Channels 7 to 13, the 100 microvolts should be multiplied by 3 or 3 x 100=300 microvolts per meter. The end result is the same as saying - - - - -

300 mv/m on Ch. 7 to 13 = 100 mv/m on Ch. 2 to 6

A Service of

"THE SOUTH'S FIRST TELEVISION STATION"

WTVR 100 KW 1049 FEET

CHANNEL 6

RICHMOND, VIRGINIA

Represented Nationally By BLAIR TV INC.

on the Pacific Coast,

"Community Merchants prefer Don Lee..."

from a survey by Dr. Ernest Dichter

Grocers...and butchers and bakers and candle-stick makers...don't really have it this easy when Don Lee is working for them—a really accurate picture would show our grocer suffering from "cashiers' elbow" from ringing up sales.

In a survey of Pacific Coast network radio, conducted by Dr. Ernest Dichter and the Institute for Motivational Research, community merchants showed their preference for Don Lee by their answers to these questions:

Don Lee is

Pacific Coast

Radio

EXCERPT FROM THE SURVEY: **"What radio station reaches the greatest number of people? 68% named a Don Lee station. What radio station reaches the people who do the most shopping? 50% named a Don Lee Station."**

This is only one of many significant factors Dr. Dichter found responsible for the reputation of the Don Lee Broadcasting System on the Pacific Coast.

For a viewing of the film presentation, "The Depth of Penetration of an Advertising Medium," write to H-R Representatives, Inc., or to the Don Lee Broadcasting System, 1313 North Vine Street, Hollywood 28, Calif.

Mutual DON LEE RADIO

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

"The year that is drawing toward its close has been filled with the blessings of fruitful fields and healthful skies. To these bounties, which are so constantly enjoyed that we are prone to forget the source from which they came, others have been added . . . They are . . . gracious gifts . . . It has seemed to me fit and proper that they should be solemnly, reverently and gratefully acknowledged as with one heart and one voice by the whole American people."

From the first proclamation making Thanksgiving a national holiday, issued on October 3, 1863, by President Lincoln

WGAL-TV

LANCASTER, PENNA.

NBC and CBS

316,000 WATTS STEINMAN STATION • Clair McCollough, Pres. 316,000 WATTS

closed circuit®

LUCKY SEVEN? • Ultimate target of *ad hoc* committee to be named by Office of Defense Mobilization Director Arthur S. Flemming understood to be at least seven new vhf channels for commercial use. These would come from spectrum-space occupied by military-government services, plus whatever can be carved out of fm space. Approach is to do job in three stages, with two channels in 132-172 mc band to be cleared initially. Quest also involves transition of one vhf channel from present fm band, which, in first phase, would add three channels to existing 12 ch. vhf spectrum (story page 7).

B•T

WHEN J. Walter Thompson Co., New York, switches soon to media buying by account group plan [CLOSED CIRCUIT, Oct. 31], *following six buyers will become associate media directors, reporting to Arthur A. Porter, vice president and director of media department: James Luce, Anne Wright, Gerald Vernon, Alvin Dreyer, Jim Short and Richard P. Jones. Each will be assigned certain accounts with time and print buyers reporting directly to him.*

B•T

THEY'RE GOING THATAWAY • KRMG Tulsa, 50 kw clear channel ABC affiliate, has notified network that following expiration of affiliation contract next March 31 station does not desire to renew but will go independent.

B•T

VAGARIES of network-affiliate relationships reflected in report from one Western broadcaster, on NBC Radio, who said his Mutual competitor received greater compensation check from network last month than did his NBC outlet. Extent to which line charges and co-op business may have been involved was not revealed.

B•T

RADIO POWER • Coming to head soon is quietly growing movement looking toward across-board power increases for am stations, with chance subject may receive FCC consideration. Topic is on agenda of NARTB Engineering Advisory Committee, meeting in New York today (Monday).

B•T

HARRY A. BERK, vice president and chairman of plans board, Warwick & Legler, expected to join McCann-Erickson as director and vice president as well as chairman of M-E's international plans board. Another appointment in radio-tv department is also expected to be made shortly.

B•T

TOLL TV TEMPERATURE • Heat being generated in toll tv controversy is indicated in report from Minneapolis, where CBS Inc. Vice President Richard S. Salant addressed Ad Club Nov. 9. Ted Leitzell, Zenith public relations director, set up tape recorder with result that chairman of meeting referred to incident as "bugging." Mr. Leitzell, who is scheduled to address same group this week, reportedly said he wanted tape recording so that Zenith's lawyers could listen to it despite offer by Mr. Salant to supply him with copy of talk. In question-answer session, it was view of some observers that several queries were well planted.

B•T

QUESTIONNAIRES to all radio and tv stations from Catholic Archdiocese of New York asking for accounting of religious programs broadcast or telecast during last year, along with breakdown by denomination, have caused considerable stir in broadcast ranks. Some station owners report they have not answered questionnaires on ground that request comes from non-official group and that to do so would make them vulnerable to requests for breakdowns in every conceivable programming category. Survey is being handled by Office of Radio and Television Communications of archdiocese.

B•T

MISSED DEADLINE • While there's satisfaction that AT&T didn't file notice of rate increase for tv traffic by Nov. 1 half-year deadline, station-network officials and special NARTB group working on subject aren't sitting idle. Disclosure of committee's plans expected within few days, following Friday meeting in New York.

B•T

GORDON BAKING CO., currently participating sponsor on Kukla, Fran & Ollie *on ABC-TV, with advertising budget of approximately $1 million, is understood to be about to appoint Cunningham & Walsh, New York, as its advertising agency effective after first of year. D'Arcy Adv., New York, currently handles Gordon.*

B•T

MOVIE JITTERS • Hollywood won't admit it and "surveys" won't show it, but theatre box office admissions are at low ebb. Film executives at 16mm antitrust trial put blame on tv for dip but movie makers are not helping exhibitors either. Product is being distributed in 15 different types of release prints with ten sizes of anamorphic (squeezed image) and five kinds of wide screen, latest being Todd-AO's "Oklahoma," requiring special equipment.

B•T

REPORTS of rationing of newspaper display space this Christmas season because of tight newsprint supply may give many stations local windfall, but not without digging for it. In newspaper trade, word is there will be severe shortage by Christmas, with many metropolitan papers now having only few days' supply rather than 60-90 day inventories. Some newspaper rate increases already have been announced.

B•T

SPOT TALK • Biow-Beirn-Toigo is calling meeting today and Tuesday with station representatives and representatives of Philip Morris and agency on account, in New York, to discuss mutual problems on spot campaign as well as to thank station representatives for past efforts.

B•T

FOR FIRST time, NARTB's Sports Committee will have tangible signs of support for its football tv position when group meets in New York Dec. 13. While public officials and even colleges themselves are starting to resist college football "monopoly," NARTB group will find new problem dumped in its lap—charging of $500 fee for film telecast rights, enforced this season at Missouri U.

B•T

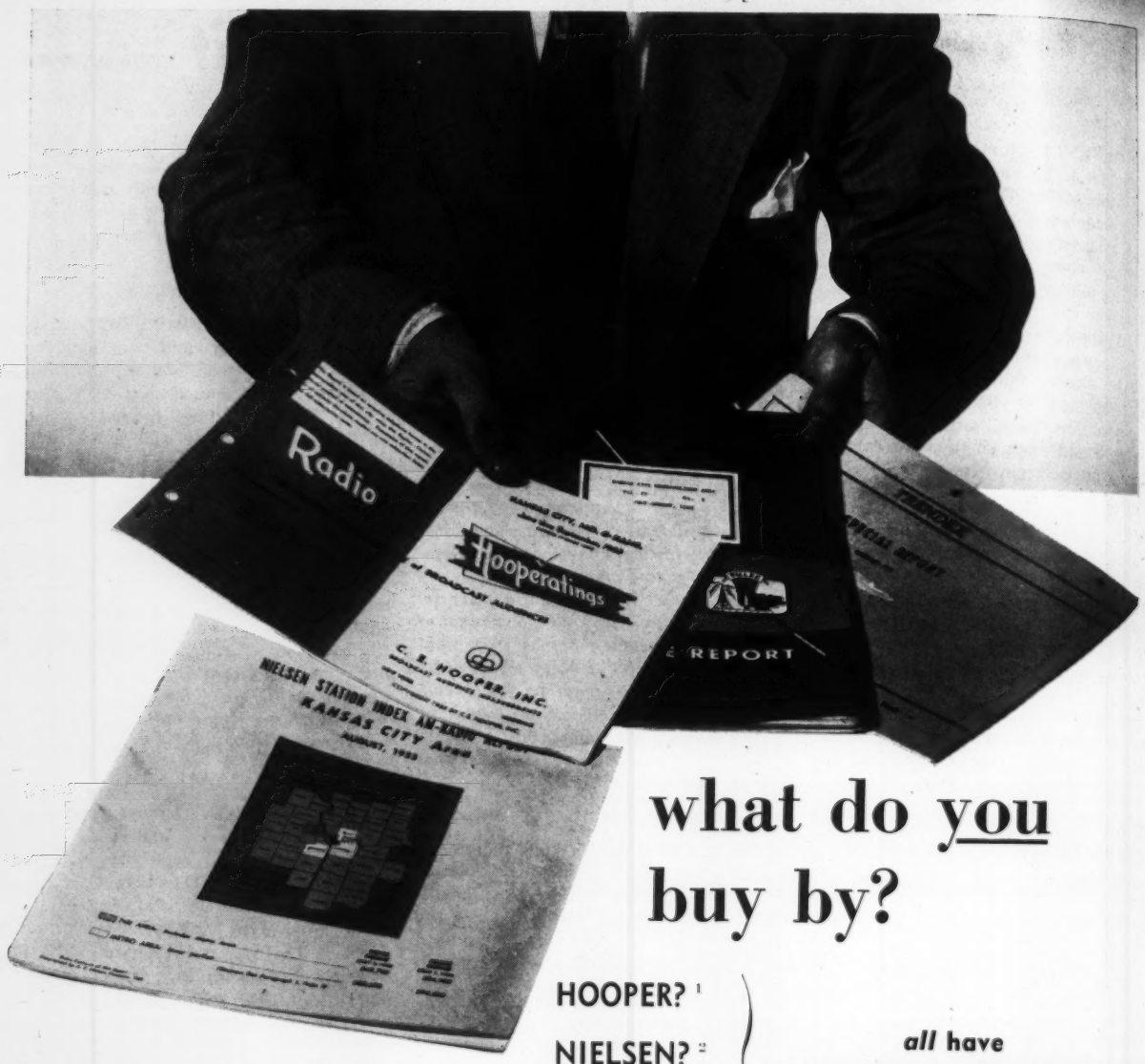
PAY LOAD • RCA's laboratory-equipped DC-3 carried unusual load last Monday from Washington to Teterboro, N. J., airport. Aboard as guests of Brig. Gen. David Sarnoff, chairman, and Pat Weaver, president, NBC, were Dr. Frank Stanton, president, CBS Inc., and Richard S. Salant, vice president, CBS Inc.; Robert E. Kintner, president, ABC, and Ernest Lee Jahncke, vice president, ABC. Group (except Jahncke) had conferred with FCC network investigating committee (McConnaughey, Hyde, Bartley and Doerfer) and accepted invitation of Gen. Sarnoff to ride back with him. (Story page 64).

B•T

WHY does FCC continue to extend effective date of rule revision permitting Zone I vhf stations to use 1,250-ft. antennas with maximum power? Rule was amended last spring, has been postponed four times now to Jan. 9 (see story page 84). Unofficially, it's understood some commissioners want to withdraw action entirely, dump subject into general allocations rule-making. Others want to make it effective as decided previously. So, postponements continue.

B•T

SNEAK PREVIEW • Representing Hollywood's newest use for tv, B&B Productions is planning live dramas on small-market tv stations to test audience reaction to story properties before investing in big-budget movie version. Owned by actress Anne Baxter and Russell Birdwell, B&B will use "little theatre" talent cameo technique.



what do you buy by?

HOOPER? [1]
NIELSEN? [2]
PULSE? [3]
TRENDEX? [4]

all have **WHB FIRST!**

WHB has run away with Kansas City's radio day!

10,000 watts—710 kc

[1] All day average Hooper: 46.4%—First place!
[2] All day average area Nielsen: 39.2%—First place!
[3] Pulse—every daytime ¼ hour—First place!
[4] All day average Trendex: 42.8%—First place!

Call the man from Blair or WHB
General Manager George W. Armstrong.

MID-CONTINENT BROADCASTING COMPANY
President: Todd Storz

WTIX, New Orleans
Represented by
Adam J. Young, Jr.

KOWH, Omaha
Represented by
H-R Reps., Inc.

WHB, Kansas City
Represented by
John Blair & Co.

at deadline

FCC, MILITARY GET HEADS TOGETHER, SET UP UNIT TO STUDY CHANNEL SWAP

BIG forward step toward acquiring more vhf channels for tv was taken Friday when FCC met with Defense Mobilizer Arthur S. Flemming and representatives of Defense and Commerce Depts.

It was agreed to appoint *ad hoc* committee to investigate possibility of swapping some vhf government frequencies for non-government spectrum space. Members of that committee not yet named, but FCC Chairman George C. McConnaughey will be FCC representative, with three others probably to be appointed, representing Office of Defense Mobilization, Commerce and Defense Depts.

Attending top level meeting with Mr. Flemming, who acted as chairman, were following:

From FCC—Chairman McConnaughey and Comrs. Rosel H. Hyde, Edward M. Webster, Robert T. Bartley, John C. Doerfer, Robert E. Lee, Richard A. Mack and Edward W. Allen Jr., chief engineer; A. L. McIntosh, chief, frequency allocation and treaty division and Edward F. Kenehan, chief, Broadcast Bureau.

From Defense Dept. — Assistant Secretary Thomas P. Pike; Major Gen. Francis L. Ankenbrandt, USAF, director, communications-electronics, Joint Chiefs of Staff; George B. Larkin, telecommunications specialist, office of Assistant Secretary of Defense.

From Commerce Dept.—Assistant Secretary George T. Moore; F. B. Lee, administrator, Civil Aeronautics and Lloyd Simson, communications liaison.

From ODM—Mr. Flemming; Maj. Gen. J. V. Matejka, USA, assistant to director for telecommunications; F. C. Alexander, deputy assistant director for telecommunications, and William E. Plummer, special assistant for engineering.

Details of what frequencies were discussed were not announced. It is believed that FCC offered portion of uhf television allocation in exchange for three or more vhf bands. Among subject discussed was that of possible Congressional appropriation to recompense government users for changing over present equipment to other frequencies if swap takes place.

Idea of securing additional vhf channels has been broached by several Commissioners. Comr. Robert E. Lee during speech at engineering session of NARTB convention in Washington last May [B•T, May 30], suggested that problems of uhf stations might be alleviated if additional vhf channels could be obtained from government—to be used as replacement for present uhf channels. Mr. Lee suggested then placing all tv in 47 channels in band 60 mc to 342 mc (deleting present ch. 2, 54-60 mc). He also advocated reassigning fm to 342-362 mc (fm now in 88-108 mc). Mr. Lee and Comr. Bartley, earlier in year, dissented in pending split channel proposal for mobile services, called for additional vhf bands from military and other government users.

Chairman McConnaughey took initiative last month, asked ODM for conference on swapping spectrum space [B•T, Oct. 10]. Friday's meeting was outcome of that request.

WFBG-AM-TV Sale Filing Shows Educational Tie-Up

FCC Friday was asked to approve $3.5 million sale of WFBG-AM-TV Altoona, Pa., to Triangle Publications. With sale application, Triangle submitted copy of agreement with Dr. Milton S. Eisenhower, president of Pennsylvania State U. and active advocate of noncommercial, educational tv, for regular educational series on ch. 10 outlet.

Under agreement, subject to FCC approval of station transfer, Penn State will provide programs on regular basis, and Triangle will support programs with $10,000-per-year grant for five years plus use of equipment.

Agreement, made by Dr. Eisenhower and Walter H. Annenberg, president of Triangle, sets up regular midday half-hour, six days per week, to be filled by Penn State programs and hour each Sunday for telecast of Penn chapel. Triangle will build and operate microwave relay system between campus and WFBG-TV.

Of sale price application states "$2.25 million reflects the value of the CBS [TV] network affiliation. . . ." Seller Gable Broadcasting (Gable department store interests) lists $60,758 in assets, $51,287 liabilities to parent company. Triangle lists current assets of $19.1 million; plant and property, $25.9 million; goodwill, trademarks, publication rights, licenses, etc., $7.8 million, bringing total assets to $52.7 million. Current liabilities: $11.2 million.

Triangle, owned by Mr. Annenberg and family, owns WFIL-AM-FM-TV Philadelphia; WNBF-AM-TV Binghamton, N. Y.; WLBR-TV Lebanon, Pa.; 50% of WHBG Harrisburg, Pa., and is applicant for ch. 18 at Elmira, N. Y. Triangle interests include *Philadelphia Inquirer, Tv Guide,* other publications.

Exchange of letters between Dr. Eisenhower and Mr. Annenberg, attached to FCC application, disclosed that Mr. Annenberg advised Penn State of Triangle's five-year grant after basic programming agreement was made.

Other applications filed Friday:

• WILD Birmingham, Ala.—Assignment of license from The Pilot Corp. to Gordon Alabama Broadcasting Co. for $175,000. President of Gordon Alabama is Sherwood R. Gordon (70%), who owns WSAI-AM-FM Cincinnati.

• KFMA Davenport, Iowa—Transfer of control from Arthur D. Pierce to Lester L. Gould (60%) and Dorothy R. Gould (40%) for $55,000. Mr. Gould is 33⅓% owner WLSE Wallace, N. C.

SANTA, C/O 'MONITOR'

SOME TWO-THIRDS of NBC Radio's affiliates have made arrangements for special Christmas audience and sales promotion on *Monitor* weekend service. Starting weekend of Nov. 26-27 and continuing through Christmas *Monitor* will broadcast children's "Letters to Santa" recorded in youngsters' own voices. Letters will be programmed at fixed times in network option period, making possible merchandising and promotion tie-ins and selling of adjacencies by stations.

• BUSINESS BRIEFLY

RADIO FOR LEVER • Lever Bros., N. Y., for Surf detergent, planning radio saturation spot announcement campaign to run approximately 13 weeks after first of year. Number of markets still undetermined. Agency: BBDO, N. Y.

MEAT EXTENDS • American Meat Institute, which placed four-week radio spot announcement campaign in 70 markets, planning to extend campaign effective Dec. 9 for 15 weeks. Agency: Lennen & Newell, N. Y.

SALT CAMPAIGN • International Salt Co. clearing nearly dozen markets for television spot announcement campaign to break after first of year. Length of contract still undetermined. Agency: BBDO, N. Y.

SPAGHETTI BUYING • Campbell Soup Co. (Franco-American spaghetti), Camden, N. J., buying four-week radio test campaign on four stations starting Nov. 28 in St. Louis and Cincinnati. Agency: Ogilvy, Benson & Mather, N. Y.

SPEIDEL NAMES NC&K • Speidel Co. (watch bands), with overall advertising budget of $2 million, currently co-sponsoring *Sid Caesar Show* on NBC-TV, names Norman, Craig & Kummel Adv., N. Y., effective Jan. 1. SSC&B has been handling.

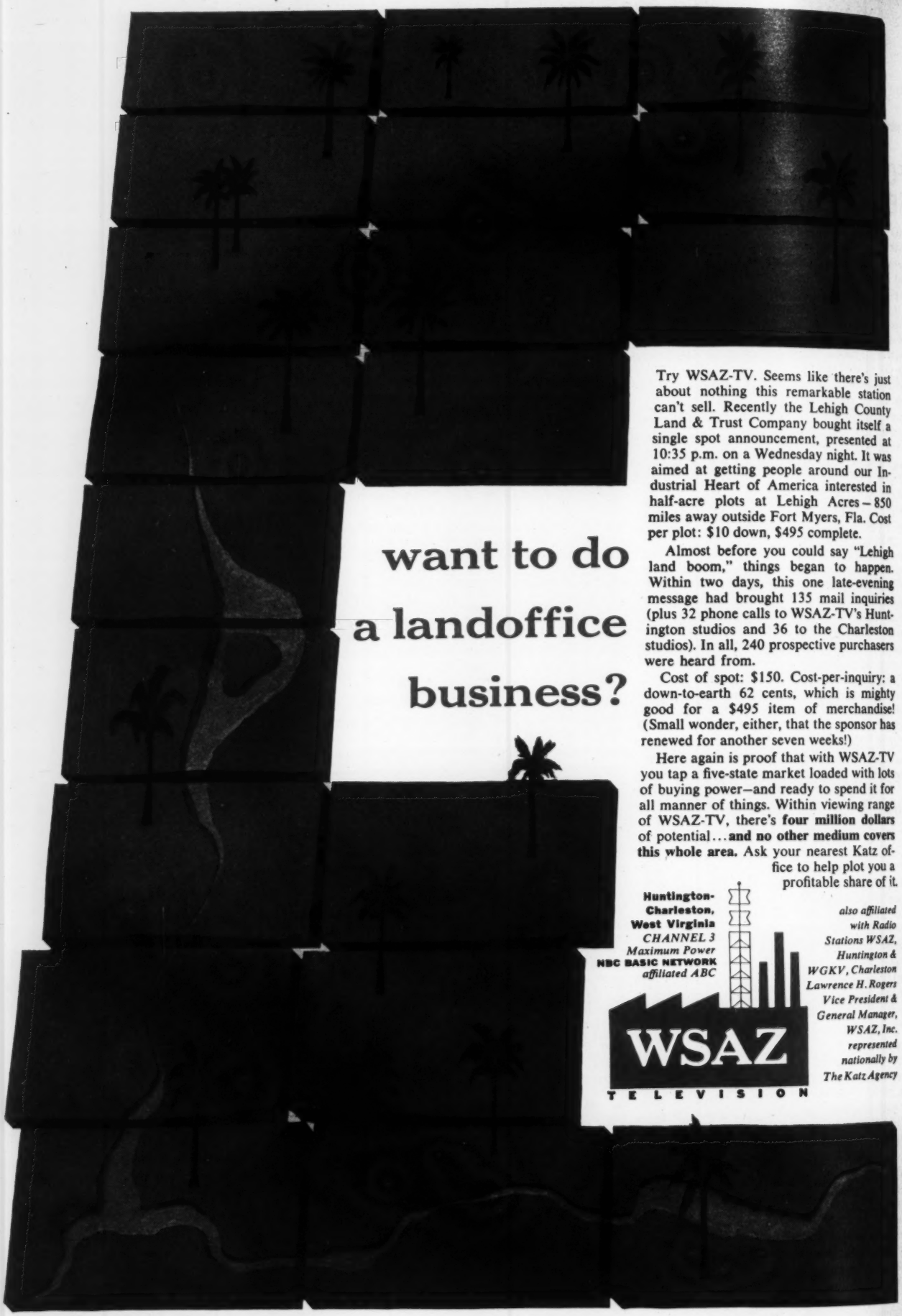
INTERIM AGENCY • Advertising for Griffin Mfg. Co. (shoe polish), N. Y., $1.5 million tv-radio advertiser, recently bought by Boyle-Midway, division of American Home Products, N. Y., will be handled by John Murray Agency until Jan. 1, when new agency will be appointed. Present television and radio spot campaign will be cancelled as of Nov. 22. Bermingham, Castleman & Pierce had been servicing Griffin account for past 20 years. Firm's 1956 plans probably will include network programs.

ANOTHER FLYER • Pan American World Airways, N. Y., has renewed co-sponsorship of *Meet the Press* (NBC-TV, Sun., 6-6:30 p.m. EST), starting Jan. 1. Agency: J. Walter Thompson Co., N. Y.

Houston Takes Agency Chair, Hillenbrand Named President

IN ORGANIZATIONAL realignment at Bryan Houston Inc., New York, to be announced today (Mon.), William R. Hillenbrand becomes president and Mr. Houston moves up to chairman of board. Mr. Houston said step was taken to keep pace with agency's growth in past year from two clients and 12 products to six clients and 30 products.

Mr. Hillenbrand assumes general responsibility for administration of agency accounts, enabling Mr. Houston to devote more time to agency's plans board operation. Mr. Hillenbrand has been vice president and director of Bryan Houston (formerly Sherman & Marquette) for past three years, and formerly was with Procter & Gamble for 15 years. Mr. Houston has been president of agency for past five years, and previously was executive vice president of Lennen & Mitchell and executive vice president of Pepsi-Cola Co.



want to do a landoffice business?

Try WSAZ-TV. Seems like there's just about nothing this remarkable station can't sell. Recently the Lehigh County Land & Trust Company bought itself a single spot announcement, presented at 10:35 p.m. on a Wednesday night. It was aimed at getting people around our Industrial Heart of America interested in half-acre plots at Lehigh Acres – 850 miles away outside Fort Myers, Fla. Cost per plot: $10 down, $495 complete.

Almost before you could say "Lehigh land boom," things began to happen. Within two days, this one late-evening message had brought 135 mail inquiries (plus 32 phone calls to WSAZ-TV's Huntington studios and 36 to the Charleston studios). In all, 240 prospective purchasers were heard from.

Cost of spot: $150. Cost-per-inquiry: a down-to-earth 62 cents, which is mighty good for a $495 item of merchandise! (Small wonder, either, that the sponsor has renewed for another seven weeks!)

Here again is proof that with WSAZ-TV you tap a five-state market loaded with lots of buying power—and ready to spend it for all manner of things. Within viewing range of WSAZ-TV, there's **four million dollars** of potential... **and no other medium covers this whole area.** Ask your nearest Katz office to help plot you a profitable share of it.

Huntington-Charleston, West Virginia
CHANNEL 3
Maximum Power
NBC BASIC NETWORK
affiliated ABC

WSAZ
TELEVISION

also affiliated with Radio Stations WSAZ, Huntington & WGKV, Charleston
Lawrence H. Rogers Vice President & General Manager, WSAZ, Inc.
represented nationally by The Katz Agency

at deadline

NBC, Westinghouse Ask FCC To Approve Station Exchange

JOINT REQUEST that FCC approve NBC-Westinghouse radio-tv stations swap has been submitted by Brig. Gen. David Sarnoff, chairman of NBC board, and E. V. Huggins, chairman, Westinghouse Broadcasting Co.

Letter, signed by both officials, covered detailed response to FCC's McFarland letter last month stating swap arrangement indicated necessity of hearing [B•T, Oct. 24]. Involved is exchange of WBC's KYW and WPTZ (TV) Philadelphia for NBC's WTAM-AM-FM and WNBK (TV) Cleveland. WBC also would get $3 million from NBC in swap.

"The decision to make this exchange was arrived at after careful consideration of all factors at the highest management level of both companies," joint letter read. "It has the approval of our respective boards of directors and the approval of the boards of directors of our respective parent companies."

Both NBC and Westinghouse, in separate formal answers to McFarland letter denied that exchange was result of NBC pressure. Network said it had been offered "opportunity" to buy a Philadelphia tv station, decided to do business with WBC first. WBC said NBC told it of chance to buy Philadelphia tv, decided better to sell Philadelphia stations and retain NBC affiliations than to retain Philadelphia stations and lose NBC affiliations.

In answer to questions raised regarding over-concentration of ownership in New York-Philadelphia-Washington-New Britain area, NBC claimed no such thing. Each of these stations, network said, is in different market, where competitive radio and tv services are greatest. There is no Grade A overlap between New York and Philadelphia, NBC stated and Grade B overlap is "insignificant." Nor is monopoly involved, NBC said, since exchange results in no change in number of radio and tv stations it owns. NBC purchase of WKNB-TV New Britain also pends FCC approval.

WBC denied concentration in Cleveland-Pittsburgh-Fort Wayne area. Pittsburgh and Cleveland radio overlaps in .5 mv/m area, it pointed out, but this is minor and most of population involved receives primary service from 50 other stations. Same thing is true of purported Cleveland-Fort Wayne overlap, WBC said. It said population in overlap gets primary service from 27 other stations. Westinghouse owns WOWO Fort Wayne. There is no Grade A overlap of WBC's KDKA-TV Pittsburgh and WNBK Cleveland, WBC pointed out. Grade B overlap only involves 8% of population served by both stations, it said, and they get tv from 10 other stations. In reply to WSTV-TV Steubenville objection to exchange on grounds KDKA-TV has first call on all network programs, WBC said its Pittsburgh tv station has no such arrangement and that, with addition of other facilities in steel city, KDKA-TV will become basic NBC-TV outlet only.

Radio-Tv News Directors Name Baker as President

HAROLD BAKER, WSM Nashville, was elected president of Radio-Television News Directors Assn. at Denver meeting (early story page 56). Other officers elected were Ted Koop, CBS Washington, vice president for programming; Charles Day, WGAR Cleveland, radio vice president; Jack Knell, WBT Charlotte, N. C., tv vice president; Sheldon Peterson, KLZ Denver, re-elected treasurer. Directors elected for three-year terms were Nick Basso, WSAZ Huntington, W. Va.; Bill Small, WLS Chicago; John Maters, WILS Lansing, Mich.; two-year term, Lee White, KROS Clinton, Iowa, and one-year term, Ron Laidlow, CFPL London, Ont.

KOSA-TV to Join CBS-TV

KOSA-TV Odessa, Tex. (ch. 7), will join CBS-TV on or about Jan. 1 as primary affiliate, Herbert V. Akerberg, CBS-TV vice president in charge of station relations, announced Friday. KOSA-TV is owned and operated by Odessa Television Co.

WEAVER ADVOCATES U. S.-FINANCED TELEVISION NETWORK TO SPAN GLOBE

HALF-BILLION DOLLAR "international network" U. S. government-financed and providing tv transmitters, stations and sets to individual countries which do not have television, was advocated Friday by NBC President Sylvester L. Weaver Jr.

Mr. Weaver, reporting to Grocery Mfrs. of America in New York on his 'round-world trip completed few weeks ago, set forth master blueprint for project that could serve "the whole world outside the Iron Curtain . . . by an international and nation-by-nation television operation." As envisioned by Mr. Weaver, tv transmitter, station (and relays if necessary) and as many as 10,000 sets could be set up in each country. Through this "network," U. S. cultural tv shows and information programs could be disseminated as method of combatting communism.

Tv sets, Mr. Weaver said, could be placed in public meeting places attracting tremendous audiences.

Said Mr. Weaver: "Incidentally, a television transmitter and 10,000 sets would not cost much more than a million dollars and for a few million dollars in each country one could even give them a color transmission closed circuit setup which would be even more fantastic and powerful a system," he said, that would "really leave the Russians gasping for breath and out of the running."

At luncheon, GMA awarded 1955 trophies and citations to four women radio broadcasters. Top GMA award, silver trophy, went to Erma McCord, WHBU Anderson, Ind. Special citations were made to Martha Brooks, WGY Schenectady; June Hadley, WANE Ft. Wayne, and Irene Lindgren, WFBM Indianapolis. Awards were for telling story of how foods reach consumer from manufacturer.

PEOPLE

SEYMOUR ABELES, former NBC and CBS radio actor and now film salesman, appointed sales representative by Associated Artists Productions Inc., N. Y. Mr. Abeles has been assigned to AAP's southern sales department.

BONNIE DEWES, account executive, D'Arcy Adv. Co., St. Louis, appointed general national chairman of 1955 Advertising Woman of the Year award committee. Award is sponsored by Advertising Federation of America.

JACK DREES appointed sportscaster of *Wednesday Night Fights* over ABC-TV, effective Wednesday, succeeding **RUSS HODGES. STEVE ELLIS** named to succeed Mr. Drees as broadcaster on ABC Radio's Wednesday *Pabst Blue Ribbon Bouts.*

UP Poll Picks Dr. Salk, Princess as Top News Copy

DR. JONAS SALK, developer of anti-polio vaccine, and Princess Margaret of Great Britain, voted "Man of the Year" and "Woman of the Year" as most newsworthy figures in United Press poll conducted among nearly 1,700 radio wire clients. President Eisenhower, winner of poll in three previous years, ran close second to Dr. Salk with Konrad Adenauer, West German chancellor, third, and Democratic candidate Adlai Stevenson, fourth.

Princess Margaret led by far in voting for most newsworthy woman, followed by Claire Boothe Luce, ambassador to Italy, who received one-sixth of votes polled by princess. Mrs. Eisenhower, winner of poll two years ago, was third. Others: Oveta Culp Hobby, former Secretary of Health, Education and Welfare; Florence Chadwick, who set new channel swim record, and Academy Award winner Grace Kelly.

Winners will be subjects of two yearend UP radio news scripts. Last year's winners: State Secretary John Foster Dulles and Genevieve de Galard Terraube ("Angel of Dien Bien Phu"). About 500 ballots were cast this year.

Iowa Governor's Petition Turned Down by NCAA

REQUEST of Gov. Leo Hoegh of Iowa to allow hookup of state tv stations to carry Iowa-Notre Dame game Saturday was refused Friday by Walter Byers, executive secretary of National Collegiate Athletic Assn. (early story page 46). WMT-TV Cedar Rapids, Iowa, was allowed to carry game as Iowa U.'s home station. Mr. Byers said it was impossible under NCAA tv rules to let other Iowa stations telecast game.

Paul Brechlier, Iowa athletic director, told Associated Press, "We do not agree with the NCAA tv regulations" and will work "for a change in the rule when the next opportunity is presented."

Missouri U. $500 Grid Fee Termed Discriminatory

TV STATIONS in Big Seven Conference area have protested action of U. of Missouri levying $500 rights charge for tv stations filming its home football games. No other conference team has levied such fee.

P. A. (Buddy) Sugg, WKY-TV Oklahoma City manager, complained to Dr. Elmer Ellis, U. of Missouri president, that it is unfair to charge heavy fee for tv film reporting. He pointed out newspaper writers and photographers are not forced to pay fee. Dr. Ellis refused request to lift fee for Oklahoma-Missouri game at Columbia, Mo., with WKY-TV getting copy of film from Oklahoma athletic officials.

the week in brief

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Producers of 'Sheena' film series find the Mexican landscape just as good as the real thing—and a lot cheaper . 78

A PLEA FOR STABILITY

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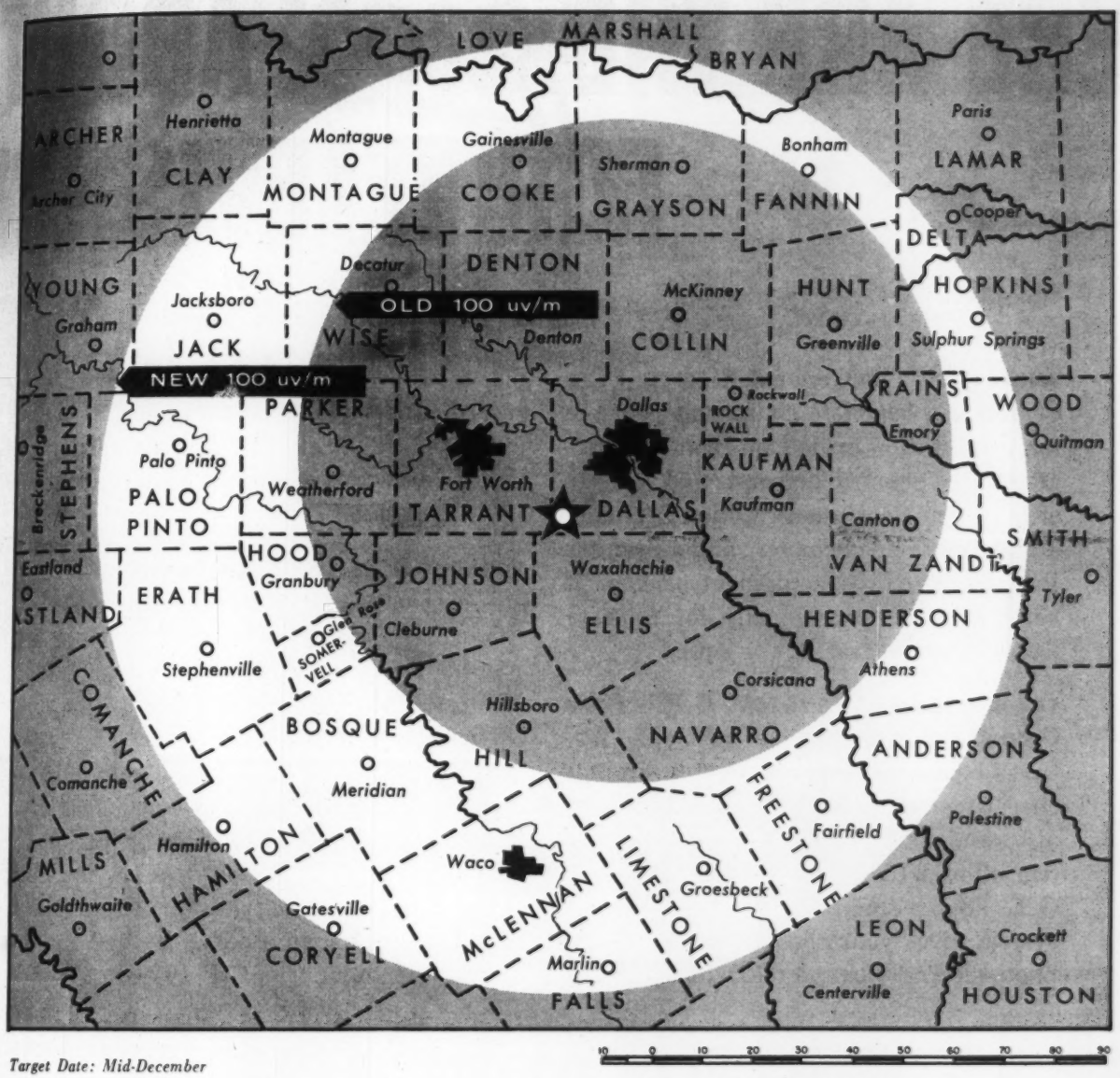


Target Date: Mid-December

INCREASED COVERAGE

From Our New Tower (1685 feet above average terrain)

Here is what it adds up to...

- **2,272,000 Population**
- **552,740 TV Receivers**
- **42 Texas and Oklahoma Counties**
- **27,000 Square Miles within 100 uv/m**

CITY GRADE SERVICE IN DALLAS AND FORT WORTH

BASIC CBS STATION

KRLD-TV

The Times Herald Station
Owners and Operators of KRLD Radio, 50,000 Watts
The Branham Company, Exclusive Representative.

The BIGGEST buy in the BIGGEST market in the BIGGEST State

CBS

Channel 4, Dallas
MAXIMUM POWER

JOHN W. RUNYON
Chairman of the Board

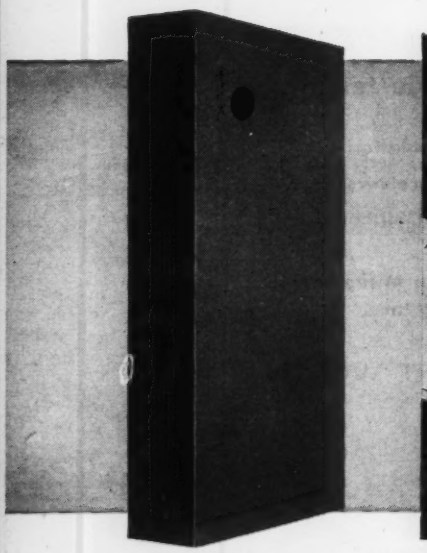
CLYDE W. REMBERT
President

HERE ARE THE *facts* ABOUT FOR TELEVISION

WHAT IT IS. The General Electric Film Center is a *complete* equipment package for your station projection room. It operates on the Scanner principle and consists of a 16 mm Continuous Motion Scanner; a 2x2 Dual Slide Scanner; and a Scanner Pickup. The entire equipment package is *newly designed*, specifically for color or monochrome operation—or both.

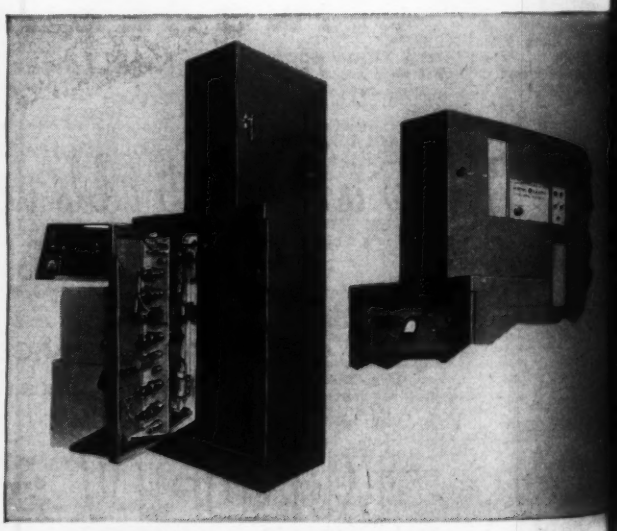
THE G-E SCANNER SYSTEM. G.E.'s Film Center, using the Scanner principle, features better picture quality, a simpler operating method, and, lower cost for operation and maintenance. No other type system offered today can match these high G.E. requirements. The G-E Scanner system gives your station the benefits of photo-electric pickup tubes which are simple, mass-produced, inexpensive—with a *record* of dependable performance. Sweep circuits or sync signals are not needed. Color registration, smear, or shading problems *do not exist.*

WHAT IT DOES FOR YOUR STATION. Your station can replace old equipment with a modern, G-E-designed package which will pay its way on monochrome service *now*—be on stand-by for color when you want it. With the G-E Film Center you can install basic units, block-build additional equipment as your needs and expansion plans dictate. Quality film and slide operations are assured, control monitoring is reduced. The overall operation is simplified and less costly than others. You owe it to the station to see this G-E system.



G-E Scanner Pickup—serves the same function as the film camera now used with B & W projectors. Dichroic mirrors break the light from the projectors into primary colors—photo-electric pickup cells convert it to electric signals.

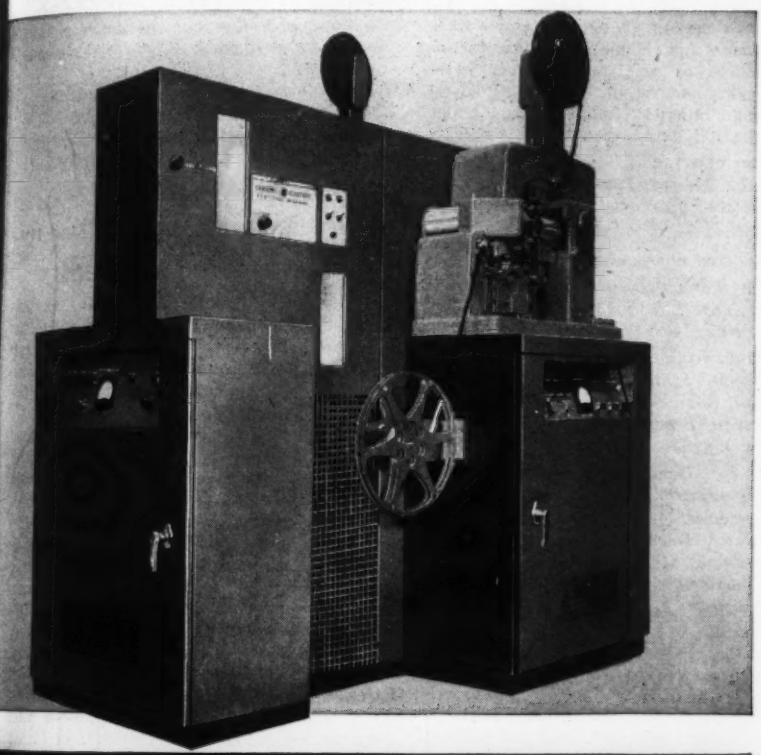
Film threading of the Eastman Continuous Motion 16 mm Projector is fast and easy. Light compensating mirrors, behind window, are out of the focal plane—eliminating dust problem—and rotate at 770 rpm.



2 x 2 Dual Slide Scanner—handles up to 16 paper, metal, or cloth-bound slides with fast positive action change. Outside knobs provide quick focus control. Slide change controls can be at the scanner or at the console.

THE G-E COLOR FILM CENTER FOR BROADCASTERS

The Completely New G-E Color Film Center.
A New System—A New Continuous Motion Projector.
For Monochrome Service NOW—Color When You Want It!



See... Compare... Decide...

G.E.'s Scanner System coupled with the Eastman Continuous Motion Projector result in exceptionally high light transmission for the brightest, cleanest, sharpest color television pictures.

Many times the light output of other CM optical systems make it possible to obtain the best pictures from your "problem" films or slides—regardless of age or density.

Automatic film shrinkage compensation—virtually guarantees the same quality of projection time after time regardless of film shrinkage.

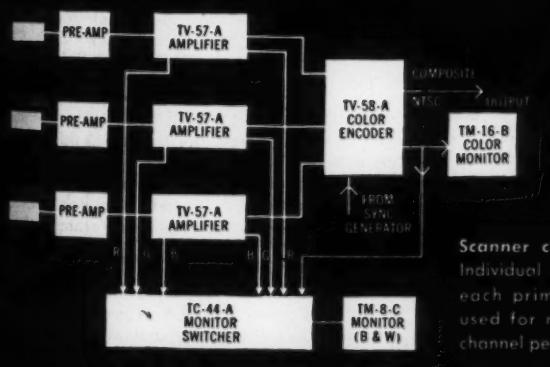
Double-duty—available for monochrome or color projection.

Block-Build. Start with 2 x 2 Dual Slide Scanner. Add one Continuous Motion Projector for limited film programming. Add a second projector, when needed, for monochrome or color film facilities.

Separate scanner tubes in each projector—assure reduced lost air-time in the event of tube failure.

Reduced maintenance and operating costs. Accessibility, simplicity of circuits, and minimum adjustments during operation cut manpower costs.

Masking amplifier actually can make the final picture better than original film.



Scanner channel functions. Individual channels used for each primary color. When used for monochrome, one channel performs all functions.

FREE BOOKLET, SPECIFICATIONS!

For detailed information about the new G-E Color Film Center see your local General Electric Broadcast Equipment Manager, or, write to: *General Electric Company, Broadcast Equipment, Section X2115-21, Electronics Park, Syracuse, New York.* In Canada, write to: *C.G.E. Electronics, 830 Lansdowne Avenue, Toronto.*

Progress Is Our Most Important Product

GENERAL ELECTRIC

FOOD FOR THOUGHT

CARL MOORE

Six mornings a week, Carl Moore proves his drawing power by attracting a very large share of the Boston listening audience. Key *your* food advertising to a sales-proven personality—WEEI RADIO's Carl Moore!

If you want your share of NEW ENGLAND'S No.1 MARKET *use*

WEEI

BOSTON

DATELINE II

"DATELINE II" was a competently handled, but not very sensational, variety show expressing the thanks, through radio-tv-movie personalities, of the American public to the members of the overseas press corps who risk their lives in a world wide effort to keep the people informed.

Milton Berle was fairly amusing and might have been more so had he not constantly made cracks about the audience being asleep. William Holden turned in a professional performance—one which might have been improved, however, with a bit more visual production on John Steinbeck's heartfelt tribute to his friend, the late Robert Capa.

Some phases of the program appeared somewhat incongruous. On the one hand there was Robert Frost's reading of a poem about freedom of the press and an emotional excerpt from the experiences of war correspondent Marguerite Higgins and on the other was Irving Berlin's song "Funnies" followed by a ballet based on the L'il Abner comic strip.

It was an entertaining hour-and-a-half and one which the Overseas Press Club should have appreciated from both entertainment and publicity angles.

Production costs: approximately $142,000.

Sponsored by Ford Motor Co. and RCA Victor through Kenyon & Eckhardt on NBC-TV, Monday, Nov. 14, 8-9:30 p.m. EST.

Starring: Antonio and his Spanish ballet, Patricia Benoit, Milton Berle, Irving Berlin, Janet Blair, Robert Frost, Greer Garson, William Holden, Peggy Lee, Darren McGavin and John Wayne.

Supervised by: Donald Davis and Dorothy Mathews; directed by: Alan Handley; associate supervisor: Andrew McCullough; associate director: Dean Whitmore; scenery: Jan Scott; costumes: Guy Kent; music conductor: George Bassman; continuity: Joseph Schrank.

Songs: "Funnies" and "Free"—composed by Irving Berlin.

IT'S ALWAYS JAN

SOMEHOW the idea persists in certain minds that a name entertainer can be dumped in front of the tv camera and score a hit regardless of the calibre of the material. In the case of CBS-TV's *It's Always Jan,* such success could come only in spite of the script.

In the brief portions when Janis Paige foregoes her acting in favor of her more-satisfying singing talents, there can be no crisicism.

But other than that, the viewer is guided through a half hour of "Lucy" gestures and expressions, flat repartee, a few side characters reminiscent of *Meet Millie* and a story line in which the writers seem unsure whether they're offering comedy or serious drama. Example: The Nov. 12 show concerned a has-been writer who is inspired by Miss Paige's trust to overcome dipsomanical tendencies. As a climax he authors a song routine on "hope" that wows the critics. At this point, it would have been timely to have given a commercial offering an upset-stomach remedy.

Production Costs: Approximately $34,500.

Sponsored by Procter & Gamble Co., through Compton Adv., CBS-TV., Sat., 9-9:30 p.m.

Cast: Janis Paige, Patricia Bright, Merry Anders, Jeri Lou James and Arte Johnson.

Producer: Arthur Stander; associate producer: Dewey Starkey; director: Norman Tokar; writer: Arthur Stander; music by Spencer Hagan; art director: Art Berger.

MEDICAL HORIZONS

THE DRAMATIC and increasingly successful fight against tuberculosis managed to become a dull story indeed as told on *Medical Horizons* (ABC-TV), live documentary series showing present-day progress being made by doctors and drugs.

The Nov. 14 offering had narrator Don Goddard, complete with hand mike, making a tour of Seaview Hospital, Staten Island, N. Y., where he talked with Dr. Edward Robitzek and Dr. Irving Selikoff, pioneering physicians at the noted TB clinic. Lines intended to reflect spontaneity instead came out as clumsy and plodding from Mr. Goddard and the two medical men.

Production costs: approximately $10,000.

Sponsored by Ciba Pharmaceutical Products Inc. in cooperation with the American Medical Assn. through J. Walter Thompson on ABC-TV.

Medical supervisor: Dr. William Strauss of Ciba Pharmaceutical Products; producer-director: Fred Carney.

BOOKS

THE EXURBANITES, by A. C. Spectorsky. Drawings by Robert C. Osborn. J. B. Lippincott., Philadelphia. 278 pp. $3.95

DESTINED to become the literary *tour-de-force* of the communications industry for the fall season, this book will be damned up and down the Madison Ave.-Michigan-Wilshire Blvd. axis, whose members will ravenously devour its contents nonetheless. Whether Mr. Spectorsky, senior editor of NBC-TV's *Home,* has done the industry a service remains to be seen, but he has set forth, in shocking and sometimes unbelievable details, the fiscal, social, sexual and psychological pitfalls "communicators" must endure day-unto-night in order to qualify as Exurbanites—those people who make their geographical and mental homes somewhere between the suburbs and the American frontier. Facts are facts, and Mr. Spectorsky has milked those provided by the New York, New Haven & Hartford railroad, the Westport Parent Teachers Assn., Alfred Kinsey, et al, for all they are worth. A well-thought-out piece definitely not meant for the children or Christmas giving.

MIKE AND SCREEN PRESS DIRECTORY, 1955-56, 2d edition. Radio-Newsreel-Television Working Press Assn., New York. 215 pp. $10, through RNTWPA direct. Publ. Oct. 19.

THIS DIRECTORY, containing some necessary and vital data heretofore missing in other reference books of its kind, lists radio-tv stations (by network or by city), newsreel services, and spokesmen for UN member-countries, U. S. federal, state, and municipal governmental departments. It does a particular service to purchasers of this book by listing what sort of tape and tv equipment the various stations have to offer to provide the fullest possible coverage, and goes so far as to list individual cameramen and film editors by name. The book also goes into the industrial field, breaking down, by industry, the various public relations firms and account executives handling the large U. S. corporations. The publishers also saw fit to print some of Edward R. Murrow's comments on the banning of microphones and cameras from various government functions (he is emphatically against the ban), and some advice by the editors on such diverse topics as picture stories, credits, handouts, and the general care and feeding of cameramen at official banquets.

Holiday Gift Suggestions

What more appropriate gift than the gift of business knowledge, of latest news and events in radio-tv—spot news and exclusive how-to features—brightly wrapped into one complete weekly report.

BROADCASTING • TELECASTING is THAT gift. Wind up your holiday shopping now by listing your staff, clients, friends, associates on the attached.

Each gift to be announced with a full color card. The first issue will start December 26—and continue every Monday throughout 1956.

ONE FOR 7 DOLLARS

name _____ title _____

company _____

street _____

city _____ zone _____ state _____

Sign gift card _____

TWO FOR 13 DOLLARS

name _____ title _____

company _____

street _____

city _____ zone _____ state _____

Sign gift card _____

THREE FOR 19 DOLLARS

name _____ title _____

company _____

street _____

city _____ zone _____ state _____

Sign gift card _____

FOUR FOR 25 DOLLARS

name _____ title _____

company _____

street _____

city _____ zone _____ state _____

Sign gift card _____

LIST MORE AT 5 DOLLARS

BROADCASTING • TELECASTING
1735 DeSales Street, Washington 6, D. C.

Please send Holiday gift cards to the above and start service with the December 26th issue.

$.....enclosed ☐ Bill me in January

name _____ title _____

company _____

street _____

city _____ zone _____ state _____

REDUCED RATES GOOD ONLY THROUGH DECEMBER 1955

The wallet-wise advise

WSJV-TV

pay less to sell the SOUTH BEND MARKET—

Class "A" time rate comparison of South Bend area stations

Time	WSJV	Station B	Station C
1 hour	$300.00	$500.00	$400.00
½ hour	$180.00	$300.00	$240.00
5 min.	$ 90.00	$125.00	$100.00
Effective Radiated Power	250,000 watts	185,000 watts	204,000 watts

America's 5th richest market*

Average per family income in the South Bend Market is $6,923.00—ranking it *first* in Indiana and *fifth* highest in the nation.

*Source: 1955 Sales Management Survey of Buying Power

WSJV-TV

ABC—Elkhart—Channel 52

JOHN F. DILLE, Jr., *President*
PAUL C. BRINES, *General Manager*

Your Growth Network Station

Serving

South Bend-Elkhart
Northern Indiana
Southern Michigan

For availabilities see your

H-R TELEVISION MAN

National Representatives

OPEN MIKE

Unlimited Opportunity

EDITOR:

"The lady doth protest too much, methinks."

That's the line from Shakespeare that came to my mind after reading your excellent report of the speech by Henry Clay, chairman of the NARTB Radio Board, to [the NARTB's] regional conference in Des Moines. . . .

I for one believe it is a mistake, an extremely serious mistake, for any spokesman for radio to even suggest that the FCC limit the number of radio licenses. It is one of those facts of life that for every tune you must pay the piper. When you invite the government to limit competition you are in the same breath inviting the government to set rates. . . .

Every new station that has come on the market has created new radio advertisers. The more salesmen out on the street selling radio, the more radio prospers. The more stations fight for business and audience, the better it is for all concerned.

Perhaps some areas actually have too many stations. But I believe that adjusting to competition, not the limiting of licenses, is the answer. . . .

Ben Strouse, V. P. & Genl. Mgr.
WWDC Washington, D. C.

Judicial Deletion

EDITOR:

We recently forwarded to you the opinion of this Court in Jacova vs. Southern Radio and Television Co., which dealt with the question of television law. You are advised that in the middle of page 5 the sentence should read "And, since television is the latest medium for the," the words "most effective" having been deleted from the opinion.

B. K. Roberts, Justice
Florida Supreme Court
Tallahassee, Fla.

[EDITOR'S NOTE: Original language was quoted in report (B•T, Oct. 31) of Florida Supreme Court ruling upholding the right of a tv station to telecast news films without becoming liable for damages on invasion of privacy.]

Don't Give It Away

EDITOR:

If you have any copies of Worth Kramer's "If You Can't Sell It, Don't Give It Away," please forward three to WGTO.

This is real stuff, forcefully put, and should be required reading for every time salesman in the country once each quarter—in some cases more often.

Eugene D. Hill, Gen. Mgr.
WGTO Haines City, Fla.

EDITOR:

This is in regard to "If You Can't Sell It, Don't Give It Away" appearing in the Nov. 7 issue of B•T. We applaud the idea of Operation Stature and wish to speak from our own experience that it works for us and can work for any station operator.

WTYN began operation about one year ago. It's only 250 watts and is located in the smallest market you can imagine. We are surrounded by numerous other radio stations that have been in business for many years. We began operation with the idea that we would not cut rates, make special deals or "give away" advertising. We have not relaxed that ruling for one moment. Your readers may be interested to know that WTYN has made money every day that it has been in existence and the billing is continuing to rise. Yes, it was a little difficult at first. Now, however, we have a reputation for honesty in business that makes selling a pleasure.

We feel that our particular "case" will offer encouragement to large and small stations who may be afraid to take the "clean up" step. It can be done and it doesn't cost money to clean up, it makes money.

Mildred Allen, Co-Owner
WTYN Tryon, N. C.

Programs Count

EDITOR:

. . . Uhf's problem is programming, not channel allocations. Since the FCC does not control programming, the uhf solution must lie somewhere else. It does; it lies with the uhf operator. . .

Good programs are not necessarily expensive, but program directors' hands, calloused by network button pushing and handling of syndicated films, often seem to be insensitive to good original local production.

Uhf operators direct a lot of time and energy to influencing the FCC to make things easier for them. If they would band together with equal zeal in an effort to solve their own problems at their own level, their efforts might be rewarded. If they feel handicapped in competition, why not a video tape or film network of top quality programs available only on uhf?

Ray Stewart, P. R. Dir.,
Iowa State Medical Society
Des Moines
(formerly exec. producer,
WOI-TV Ames, Iowa)

Missing Call Restored

EDITOR:

Thanks for the plug on your Art Magee story in your Oct. 17 issue; however, you merely mentioned the local radio station, which is, of course, KIUP in Durango, Colo.

R. E. (Pat) O'Brien, Mgr.
KIUP Durango, Colo.

[EDITOR'S NOTE: The phrase "The local radio station," minus call letters, was Mr. Magee's, not B•T's. Thanks to Mr. O'Brien, the story, "How Radio Solved Frontier Airlines' Problem," is now complete.]

An Announcer Answers

EDITOR:

Enclosed please find a carbon copy of a letter sent to John C. Morgan . . .

"I read your article in the Oct. 10 issue of B•T entitled 'How *Not* to Make an Audition Tape.'

"I agree with you that any audition for a staff position should be commercial, but I resent announcers being referred to as 'golden voiced playmates' and 'naive individuals'; or the implication that announcers think there is something downright 'nasty' about a commercial; or your derogatory tone in writing that you had the 'dubious pleasure' of choosing a couple of announcers.

"Isn't it enough that the consensus of the industry regarding announcers is one of general disdain? Why contribute to the degradation? . . ."

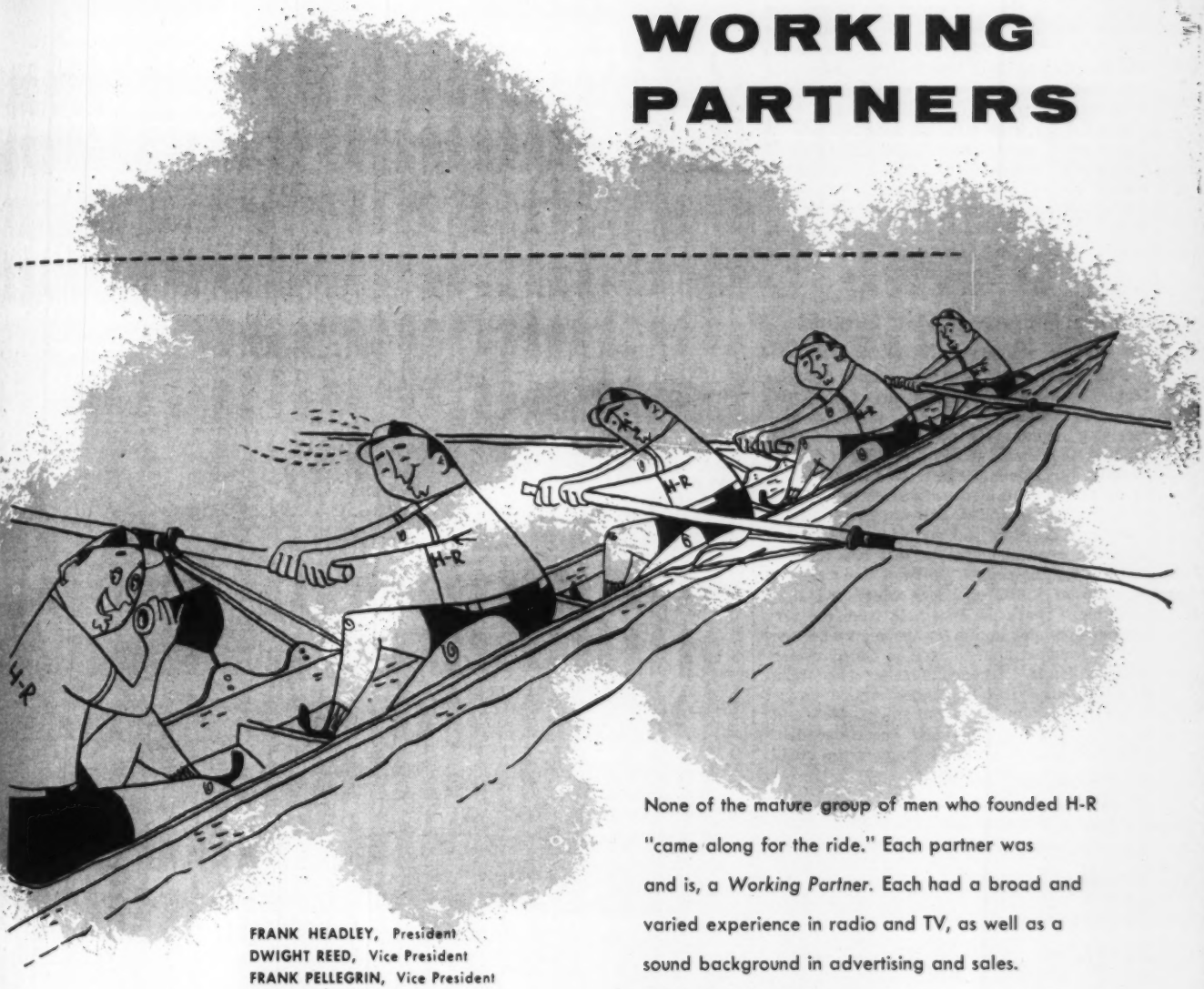
Lou Douglas, Announcer
Hudson, N. Y.

A Manager Rebuts

EDITOR:

I'm surprised to learn that a few individuals have construed my recent article "How *Not* to Make an Audition Tape" as an indictment of

WORKING PARTNERS



FRANK HEADLEY, President
DWIGHT REED, Vice President
FRANK PELLEGRIN, Vice President
CARLIN FRENCH, Vice President
PAUL WEEKS, Vice President

None of the mature group of men who founded H-R "came along for the ride." Each partner was and is, a *Working Partner*. Each had a broad and varied experience in radio and TV, as well as a sound background in advertising and sales. Every man "*knew the score.*"

As we have grown through the years—and have added to our staff—we have insisted that all our men enjoy similar experience and backgrounds. That is why the stations we represent, and the buyers of time we serve, can be sure that H-R will "Always Send a Man to do a Man's Job!"

RADIO **H-R** TELEVISION, INC. TELEVISION
REPRESENTATIVES, INC

380 Madison Ave.
New York 17, N. Y.
OXford 7-3120

35 E. Wacker Drive
Chicago 1, Illinois
RAndolph 6-6431

6253 Hollywood Boulevard
Hollywood 28, Calif.
Hollywood 2-6453

155 Montgomery Street
San Francisco, Calif.
YUkon 2-5701

415 Rio Grande Bldg.
Dallas, Texas
Randolph 5149

101 Marietta Street Building
Atlanta, Georgia
Cypress 7797

520 Lovett Boulevard
Room No. 1D
Houston, Texas
Justin 1601

all announcers as being naive or considering commercials "nasty." A re-reading will show that I said many, not all; although I'll admit the number is amazingly large. I have been accused of joining with a "consensus of the industry" in an attitude of disdain for announcers, and of "contributing to their degradation."

Quite the contrary, I and my colleagues in the six-station group of which this is one, are firmly convinced that to the listener, and therefore to the advertiser, the announcers *are* the station, and that by demanding the best, and paying top wages in order to get it is good business . . .

Finally: I'd hardly be the one to sneer at "announcers" as a class. Except for time out for wartime service in the Navy, I've spent the past 26 years as an announcer, and every executive in this organization entered it as an announcer. Nuff said?

John Carl Morgan, Mgr.
WFVA Fredericksburg, Va.

Mobile Feature Covers Ground

EDITOR:

Ever since you ran that grand full-page feature on the peripatetic activities of the KBIG Volkswagen mobile studio Oct. 10, we've been receiving requests for additional details from all over the United States and even a foreign country. Incidents like this are always coming along to jolt us to a renewed realization of the power punch that B•T delivers each week.

Because the story did get such wide readership, I'm especially anxious that two facts be inserted for the record. First, I don't deserve the title of KBIG manager which the story gives me. That's the spot held from the very beginning of the station by the man who conceived, founded and directed it, our President John H. Poole. Second, the man who organized and supervised the entire mobile project didn't get mentioned in the story. He's Cliff Gill, our vice president and operations manager, who deserves a lion's share of the credit.

Robert J. McAndrews, V. P. & Comm. Mgr.
KBIG Avalon, Calif.

Too Much Paper

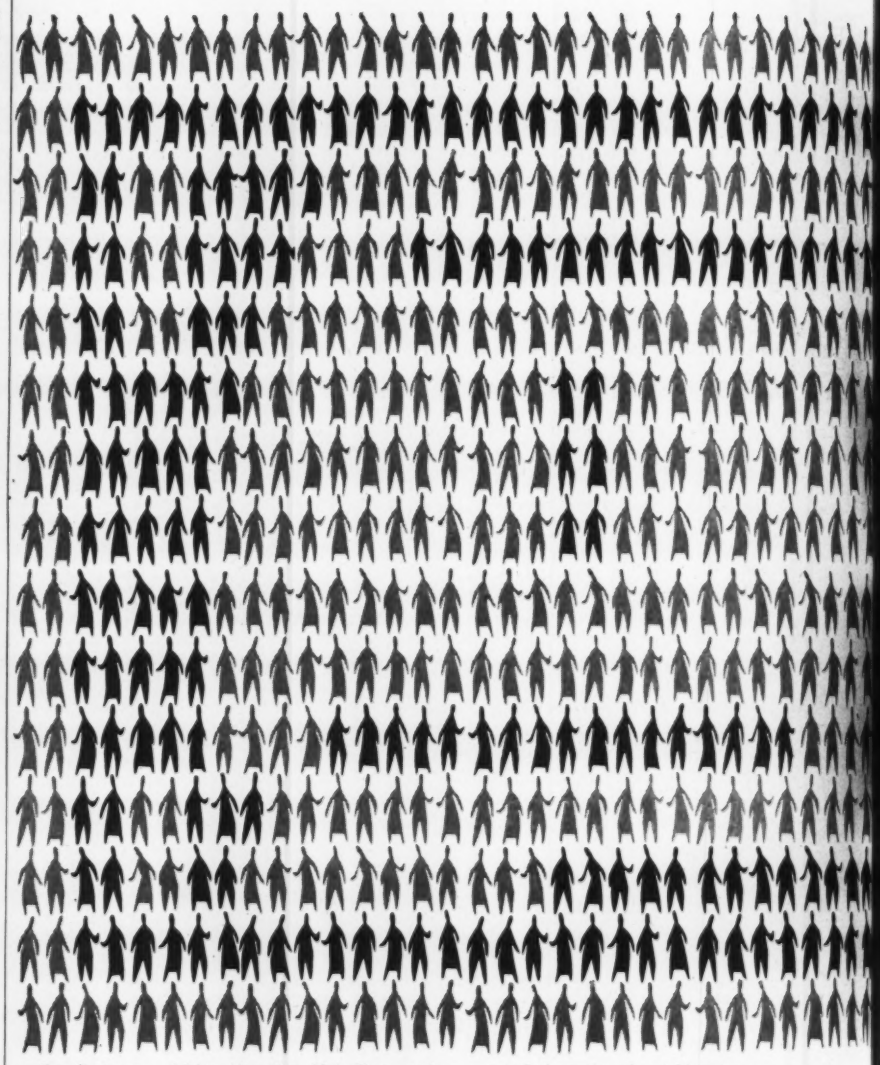
EDITOR:

I found this on my desk this morning after instructing my engineers to find some place to stack our mountain of excess teletype paper . . .

There is a super salesman;
Of this I have proof.
He maketh AP buy huge stocks of press paper;
He selleth them loads of ribbons for the printers.
He never fails to ship;
He leadeth me to stack press paper 'till my back aches.
Yea, though I'm given an impossible task,
I fear no let-up;
For his boss doth prod him;
My boss and the PD, they comfort him.
He sendeth more supplies in the presence of his enemies;
He maketh my blood boil;
My news room runneth over.
Surely some station should hire him to sell air time;
And increase their billing a million, now and forever more.
Amen.

Anon E. Mus.
Edwin J. Powell, Ch. Eng.
WOHO Toledo, Ohio

WLW radio offers the only CE



By George, it's the truth! You get a pre-determined audience at a low one dollar per thousand home broadcasts or even less ... certified by the official NIELSEN REPORTS! That's WLW Radio's sensational new "Certified Audience Plan" with announcements to deliver the greatest possible unduplicated home coverage.

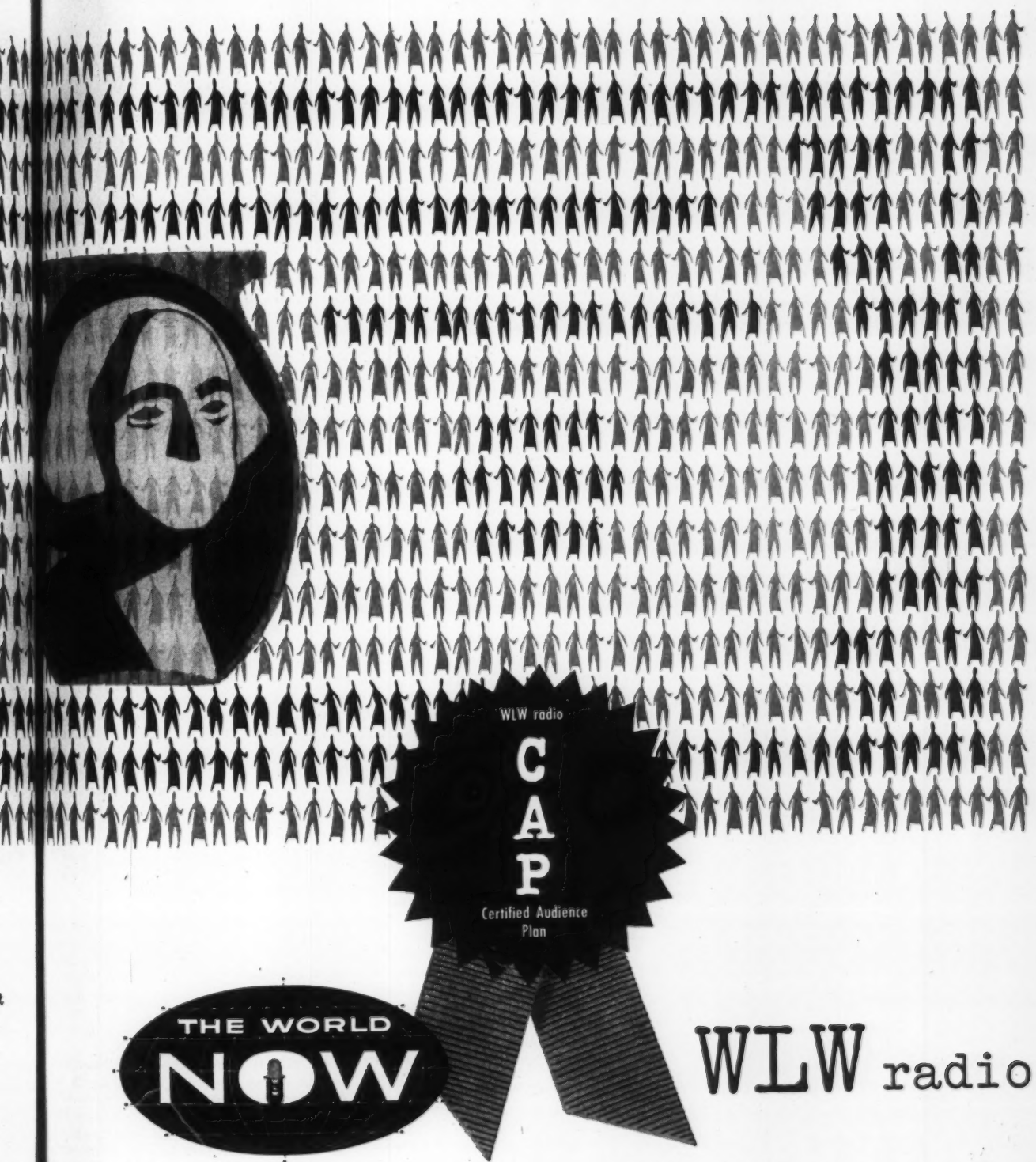
And this bang-up "C.A.P." is power-packed by WLW's dynamic new programming operation – "The World Now" – which brings home the biggest coverage of on-the-spot news and candid variety in broadcast booking.

WLW's "The World Now" operation certifies to pack a bigger captive audience into every one of your ad dollars ... than any other broadcast media – ever!

So tune your "time" to WLW Radio for the spectacular "Certified Audience Plan" and "The World Now" powerful programming!

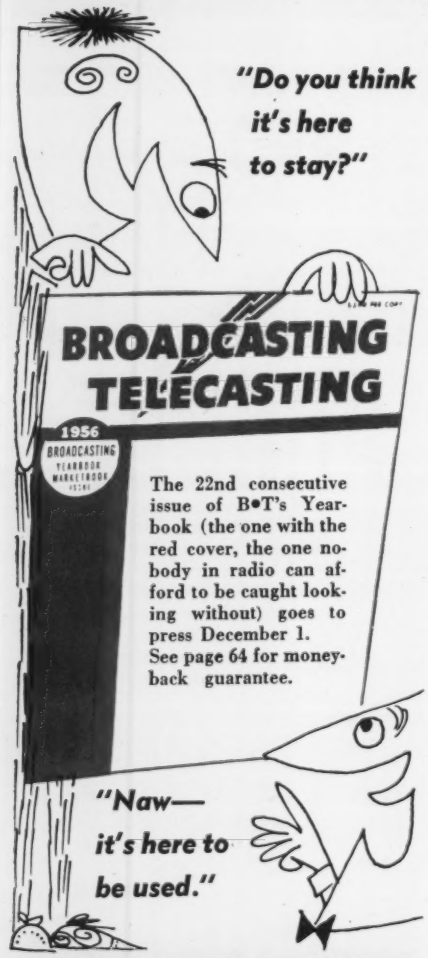
CROSLEY BROADCASTING CORPORATION, A DIVISION OF AVCO MANUFACTURING CORPORATION

CERTIFIED AUDIENCE PLAN in any broadcast media



WLW radio

SALES OFFICES: NEW YORK, CINCINNATI, DAYTON, COLUMBUS, ATLANTA, CHICAGO, MIAMI


"Do you think it's here to stay?"
BROADCASTING TELECASTING
1956
BROADCASTING YEARBOOK MARKETBOOK
The 22nd consecutive issue of B•T's Yearbook (the one with the red cover, the one nobody in radio can afford to be caught looking without) goes to press December 1.
See page 64 for money-back guarantee.
"Naw— it's here to be used."

Time Buying
CHECK LIST
FOR THE
DURHAM-RALEIGH
MARKET

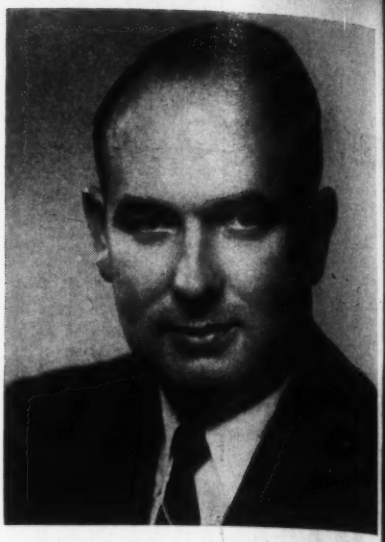
1. TOP COVERAGE
☑ WTVD
now 280,540 sets

2. TOP PROGRAMS
☑ WTVD
best of NBC-ABC

WTVD
Channel 11
DURHAM-RALEIGH
Call Edward Petry Co.

our respects

to DONALD HENRY McGANNON



DON McGANNON acknowledges some qualms about taking over the office of president of Westinghouse Broadcasting Co., which he did officially last Wednesday by a simple act that reduced discernible self-consciousness to no more than the trace that is becoming to a modest man. He just went in and went to work.

His slight embarrassment about the office refers not to the rank or responsibilities of being president of the company which counts its four television and five radio stations as representing one of the country's largest independent radio-tv ownership operations. It relates, rather, to the physical makeup of the presidential suite, a bright new layout which can best be described simply as swank. The offices are the product of almost three months' remodeling and redecoration in WBC's relatively new headquarters at 122 E. 42nd St., New York. Mr. McGannon's qualms stem from the fact that the offices were prepared for his predecessor, Chris J. Witting, whose unheralded elevation to the consumer products vice presidency of WBC's parent Westinghouse Electric Corp. [B•T, Nov. 14] came after he had only two days in which to enjoy them.

While the offices are new, Mr. McGannon is no stranger to the responsibilities they represent. Since the first of the year, he has been vice president and general executive of WBC, a job that, in other companies, is more often called executive vice president. As such he has had broad administrative duties dealing with all aspects of WBC affairs, not only in station management but in acquisition of new properties.

Now 35 years of age, Donald Henry McGannon is a native New Yorker. He was born Sept. 9, 1920, the son of Robert E. and Margaret McGannon.

After graduation from the city schools he entered Fordham and was graduated with a bachelor of arts degree in 1940. He then moved into Fordham Law School, but his legal training encountered a military interruption that was to last for five years. He entered the Army in April 1941 as a second lieutenant and came out in July 1946 as a major after service in the coast artillery and the anti-aircraft artillery, including two years in the Aleutians.

During the military interval, he married Patricia Burke of New Rochelle, N. Y., on Aug. 22, 1942, and his return to civilian life seemed a timely occasion to add breadwinning to his activities, which he did by taking on a fuel salesmanship along with the resumption of his law studies at Fordham.

After getting his law degree in 1947 he deserted the oil and coal business and practiced law independently in New York and, subsequently, in Norwalk, Conn., where he makes his home. His departure from this placid pursuit came in October 1951, when "a casual conversation" led to his joining Mr. Witting at the DuMont network as assistant to the director of broadcasting, and he soon found himself working upwards of 15 hours a day.

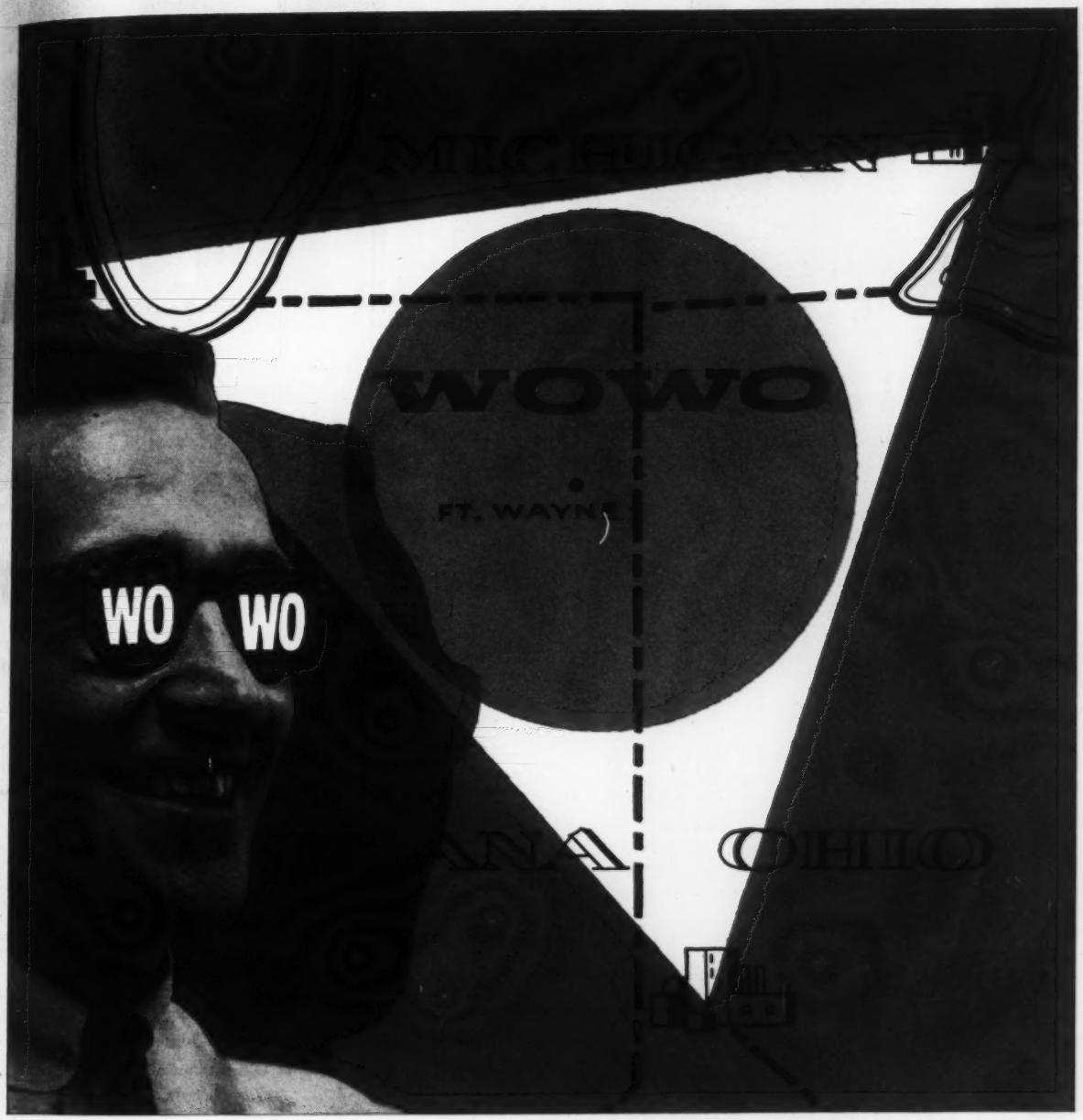
Both at DuMont and at WBC his work has been appropriate to the duties he now inherits as WBC president. By the nature of his jobs in both organizations he has had a large hand in reaching and implementing top-level decisions. He also has been close to the owned stations in each organization. From May 1953 until he moved to WBC last January, he was manager of owned-and-operated stations as well as assistant director of broadcasting for DuMont, and as vice president and general executive of WBC the major part of his time has been spent in supervising the WBC-owned stations operations.

Although his introduction to the broadcast media was through television, there is nothing secondary or tangential about his interest in radio. Perhaps it is typical of his attitude—as well as appropriate to balanced decor—that the principal radio in his new office is housed in a cabinet of exactly the same size as the television set, and in addition there is a "second set"—a clock radio—at his desk. A portable radio also accompanies him on his trips.

To him, radio and television are both powerful media, although in separate ways. To him, radio is in a period of rebirth after the impact of television. Its new role in the millions of American homes today is unique and cannot be filled by any other medium. It is no less dynamic but now operates in a different atmosphere than prior to 1950.

Mr. McGannon and his wife and their seven little McGannons—Donald Jr., 11 years old; Mary Laurie, 7; Kathleen, 6; Elizabeth, 4; Patricia, 3; Shiela, 2, and Michael, 1—live at Norwalk where, as time permits, he practices his chief outside interest: politics. For the past six years he has been Democratic state central committeeman for Connecticut's 26th senatorial district.

He also is a member of the Norwalk Exchange Club; has been active in the local Chamber of Commerce, belongs to the Radio-Television Executives Society in New York, and has served the broadcasting industry in several capacities including his current service on the NARTB Labor Advisory Committee; chairmanship of the committee which conducted the tedious and complicated negotiations for a new lease on the Empire State Bldg. antenna site for New York's seven television stations, and membership on the industry committee which conducted the long-drawn tv contract negotiations with ASCAP.



ONLY WOWO covers the 4,000,000 market between

WOWO . . . and *only* WOWO . . . hits all of the rich market embracing southern Michigan, eastern Indiana and western Ohio. Nearly 4,000,000 WOWO listeners here spend nearly 4 billion dollars annually. And WOWO really goes after that bundle for you.

Proof? In the latest 26-county Pulse, WOWO takes all 476 firsts out of the total 476 weekly quarter hours. Put WOWO on *your* schedule. Bridge your sales gap in the lucrative "4,000,000 market between"! Get more facts from Tom Longsworth at Anthony 2136, Fort Wayne, or from Eldon Campbell, WBC National Sales Manager, at MUrray Hill 7-0808, New York.

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO	TELEVISION
BOSTON—WBZ+WBZA	BOSTON—WBZ-TV
PHILADELPHIA—KYW	PHILADELPHIA—WPTZ
PITTSBURGH—KDKA	PITTSBURGH—KDKA-TV
FORT WAYNE—WOWO	SAN FRANCISCO—KPIX
PORTLAND—KEX	

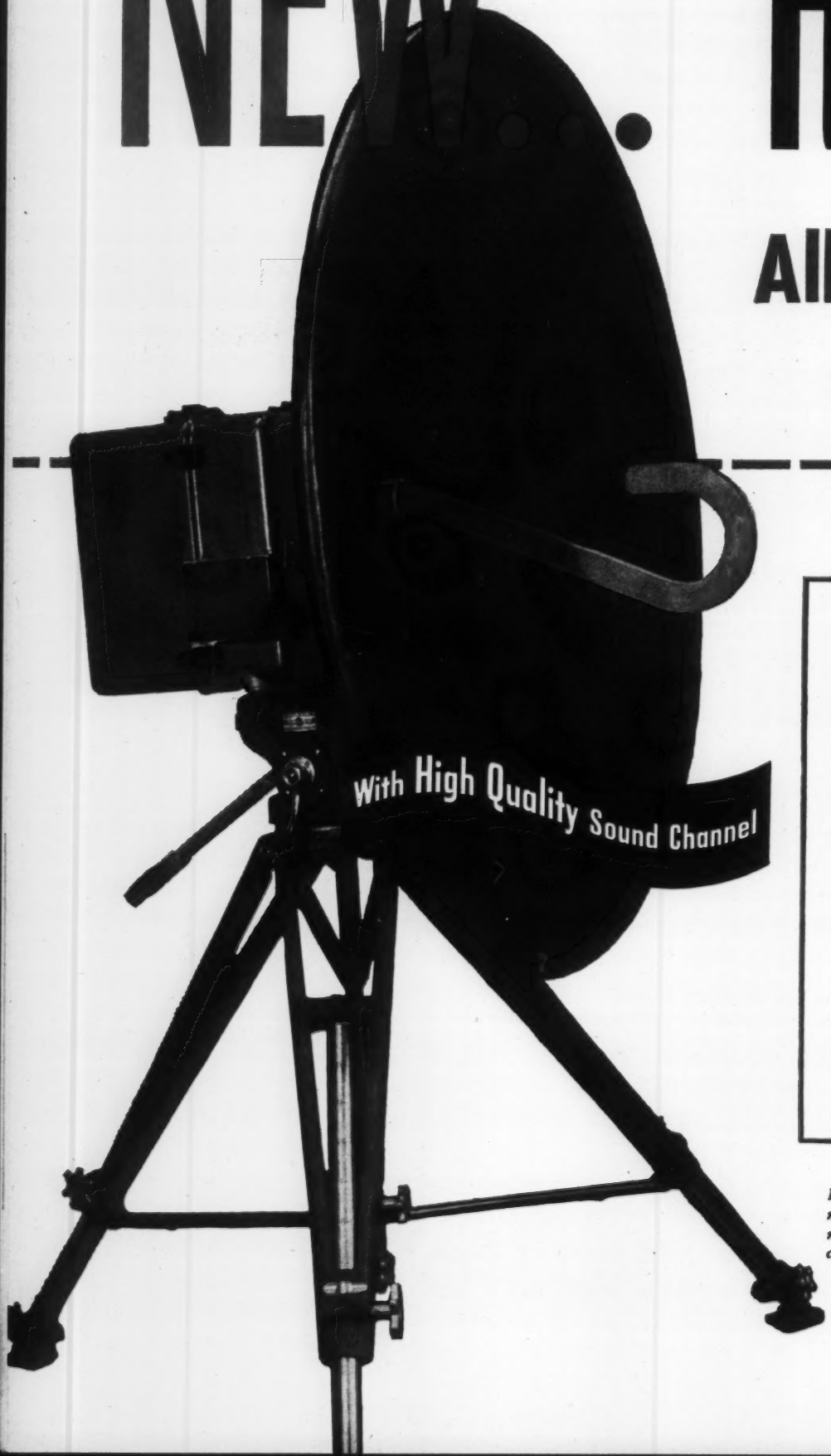
KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY FREE & PETERS, INC.

W B C

NEW... RCA

All New Type T

10,000 WATTS ER



Good Color Performance Depends on These Specifications

- Power Output . . . 1 Watt
- Differential Gain (Linearity) . . . 0.5 db max.
- Differential Phase Distortion (at 3.58 mc) . . . less than 1%.
- Amplitude Frequency Response . . . Flat within 0.3 db 60 cycles to 6 mc.
- Synchronizing Signal Compression . . . Negligible.
- Low Frequency Square Wave Response . . . Less than 1% tilt at 60 cycles.

For descriptive literature on this newest of microwave systems or help in planning your microwave setup, consult your RCA Broadcast Sales Representative.

High-Power MICROWAVE

TVM-1A designed for Color TV

(Best for Monochrome, too)

ERP AT 7000 MC

The TVM-1A is the only microwave equipment designed specifically as an integral part of a complete color TV system . . . from color originating equipment to color receivers. Whether you're a monochrome or color user, you will appreciate these special advantages:

HIGH POWER

An increase of 10 in transmitter power and about 3 db in receiver sensitivity offers 20 times the power margin of the popular RCA TTR-TRR series of microwave equipment. This means greater operational reliability with an increased fading margin.

SOUND DIPLEXING

Included in the TVM-1A system is high quality audio channel for the simultaneous transmission of sound along with picture information. This sound channel is well within FCC requirements for a studio-to-transmitter link (STL).

TRANSMITTER AUTOMATIC FREQUENCY CONTROL

Transmitter AFC offers exceptionally good frequency response and highest stability. It is especially useful in multihop operation with unattended repeater stations.

TRANSMITTER PICTURE MONITORING

This facility assures an actual high quality "air" signal. It simplifies trouble shooting procedures and is also extremely useful in the operation of unattended repeater stations.

RCA Pioneered and Developed Compatible Color Television

RADIO CORPORATION of AMERICA
BROADCAST EQUIPMENT **CAMDEN, N. J.**

Yes . . . we're the BIG SHOT when it comes to play-by-play sports in Milwaukee. Our Earl Gillespie does the Braves Broadcasts, Marquette University and Green Bay Packers football. And, for good measure, we round out the year with University of Wisconsin basketball.

To over a million "sports" in Milwaukee, *radio means WEMP*. So a pretty healthy hunk of the population is ready and waiting to receive your message . . . over WEMP. . . at the lowest cost per thousand. Local buyers know it . . . and take advantage of it. Why don't you?

Milwaukee's Best Buy **WEMP**

5000 Watts at 1250

1935-1955 . . . 20 years of service to Milwaukee · Represented nationally by Headley-Reed

JOHN M. CODY

on all accounts

REGARDLESS of the current controversy over program ratings and merchandising, these are the two factors which rate at the top of this agency executive's list when he is buying radio and television time.

John M. Cody, manager of the Hollywood office of Grant Adv. and a stickler for following through to the final sale of the product he is advertising, wants to know first whether the radio or tv program has a "good audience" and second "can it be merchandised." He wants facts, not generalities nor self-serving glamour adjectives.

His radio-tv buying at the present is confined to two major advertisers, Dodge Division of Chrysler Corp. and Dr. Pepper. Additionally, Mr. Cody serves as coordinator for Dodge on its two ABC-TV network shows, *Danny Thomas* and *Lawrence Welk*.

With Grant since June, Mr. Cody had been with The Caples Co. since 1948 as account executive on numerous accounts.

Born Aug. 16, 1916, in Rochester, N. Y., Mr. Cody attended public school there and Rochester Business College, where he majored in accounting. In 1935 he joined the former Rochester advertising agency of Hughes-Wolff, "where I did just about everything." The following year he entered U. of Southern California, where he received a B.S. in merchandising in 1940.

His blood still refused to turn pure advertising red. His father was a railroad man, so he invaded the newest transportation field, aviation, as public relations writer for Lockheed Aircraft Co.

At the end of the war, Mr. Cody was transferred by Lockheed to its New York office as eastern advertising and sales promotion manager.

In 1947 he helped set up the Irish Airlines. From there, he joined Caples, taking to the agency various airline and foreign national travel bureau accounts, including Ireland.

Mr. Cody married Patricia Doyle of Los Angeles in 1944. They have three boys, John, 11; Kevin, 6, and Peter, 3. Mr. Cody is a member of the Wings Club of New York, the Los Angeles Press Club and Los Angeles Chapter of Catholic Press Council, Aviation Writers Assn. and American Society of Travel Agents.

The Codys make their home on a hillside overlooking the Pacific Ocean at Pacific Palisades, Calif. He plays golf "when I can get to it," but spends more hours chasing the junior Codys up and down the beach, "just five minutes from home."

WBTV CHARLOTTE Channel 3 Top Power

WHERE ELSE IN

The Carolinas

WBTV CHARLOTTE Channel 3 Top Power

Published OTO by the Jefferson Standard Broadcasting Company

83 NEWSPAPERS CARRY WBTV PROGRAM LOGS

...ies H. Crutchfield, Executive Vice ...ident and General Manager of the ...erson Standard Broadcasting Company, ...ced today a complete list of newspapers ...ying WBTV Program Logs and News ...lights. The eighty-three newspapers ...ude:

...H CAROLINA

...rie Enterprise
...rie, N. C.

... Record
...boro, N. C.

...lle Citizen
...lle, N. C.

...lle News
...lle, N. C.

...lle Times
...lle, N. C.

...et Banner
...et, N. C.

...tte News
...tte, N. C.

...tte Observer
...tte, N. C.

...tte Post
...tte, N. C.

...ord Times
..., N. C.

...ord Tribune
...ord, N. C.

...on Morning Herald
..., N. C.

...on Observer
..., N. C.

... Tribune
..., N. C.

...sville Observer
...sville, N. C.

...on Citizen
..., N. C.

...nia Gazette
..., N. C.

...ton Falls Press
...ton Falls, N. C.

...sboro Daily News
...sboro, N. C.

...sboro Record
...sboro, N. C.

...ton News-Messenger
...ton, N. C.

...sonville Times-News
...sonville, N. C.

...ury Daily Record
...ury, N. C.

... Point Enterprise
... Point, N. C.

...ton Morning News
...ville, N. C.

...napolis Daily Independent
...napolis, N. C.

...er News-Topic
..., N. C.

...ton Dispatch
...ton, N. C.

...ton Times
...ton, N. C.

...erton Post
...erton, N. C.

...tenburg Times
...ville, N. C.

Mocksville Enterprise
Mocksville, N. C.

Monroe Journal
Monroe, N. C.

Montgomery Herald
Troy, N. C.

Morganton News-Herald
Morganton, N. C.

Mount Holly News
Mt. Holly, N. C.

Newton Observer & News Enterprise
Newton, N. C.

Raleigh News & Observer
Raleigh, N. C.

Raleigh Times
Raleigh, N. C.

The Robesonian
Lumberton, N. C.

Rockingham Post-Dispatch
Rockingham, N. C.

Rutherford County News
Rutherfordton, N. C.

Salisbury Evening Post
Salisbury, N. C.

Sanford Herald
Sanford, N. C.

Shelby Daily Star
Shelby, N. C.

Statesville Daily Record
Statesville, N. C.

Twin City Sentinel
Winston-Salem, N. C.

Winston-Salem Journal
Winston-Salem, N. C.

SOUTH CAROLINA

Anderson Daily Mail
Anderson, S. C.

Anderson Independent
Anderson, S. C.

Andrews Star
Andrews, S. C.

Camden Citizen
Camden, S. C.

Charleston Evening Post
Charleston, S. C.

Charleston News & Courier
Charleston, S. C.

Cheraw Chronicle
Cheraw, S. C.

Chester Reporter
Chester, S. C.

Chesterfield Advertiser
Chesterfield, S. C.

Clover Herald
Clover, S. C.

Columbia Post
Columbia, S. C.

Columbia Record
Columbia, S. C.

Columbia State
Columbia, S. C.

Pictured above is the $1½ Million Jefferson Standard Broadcasting Company building. Operating from these kingsize facilities, WBTV serves more than 500,000 television families in its 100 UV/M area!

Florence Morning News
Florence, S. C.

Fort Mill Times
Fort Mill, S. C.

Gaffney Ledger
Gaffney, S. C.

Greenville News
Greenville, S. C.

Greenville Observer
Greenville, S. C.

Greenwood Index-Journal
Greenwood, S. C.

Lancaster News
Lancaster, S. C.

Newberry Journal
Newberry, S. C.

Pageland Journal
Pageland, S. C.

Spartanburg Herald
Spartanburg, S. C.

Spartanburg Journal
Spartanburg, S. C.

Suburban News
Columbia, S. C.

Union Daily Times
Union, S. C.

GEORGIA

Augusta Herald
Augusta, Georgia

TENNESSEE

Bristol Virginia-Tennessean
Bristol, Tennessee

Elizabethton Star
Altamont, Tennessee

Kingsport Times-News
Kingsport, Tennessee

Morristown Sun
Morristown, Tennessee

Mountain City Tomahawk
Mountain City, Tennessee

VIRGINIA

Bristol Herald-Courier
Bristol, Virginia

Roanoke Times
Roanoke, Virginia

Scott County News
Gate City, Virginia

MOST UNIQUE AND EFFECTIVE PROMOTIONAL OPERATION IN THE BUSINESS...

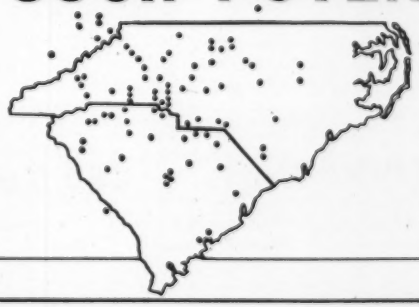
Advertisers launching campaigns over Station WBTV reap the promotional benefit of eighty-three Carolina newspapers which carry WBTV Program Logs. Twenty-nine of these newspapers regularly feature program news and photos in special television highlight columns.

This healthy viewer interest in television program news has been skillfully cultivated since 1949 by a full-manned WBTV promotion operation. Televiewers in this $2 billion retail sales market have requested logs and program highlights—newspaper editors have complied.

Judged to be one of the most unique and effective promotion operations in the business, the eight-man department provides full advertiser service in on-the-air promotion, publicity, research, merchandising, and newspaper-audience promotion.

Combine this great area station "impact" advertising with such potent promotion and watch sales "zoom" in this robust Carolina television market!

SUCH POTENT PROMOTION!



Graphically shown at left are the eighty-three newspapers located in WBTV's 100 UV/M area. *Proof positive that WBTV advertisers* reach a bonus television-conscious audience that never shows up in set counts and market data.

Call: WBTV or CBS Television Spot Sales.

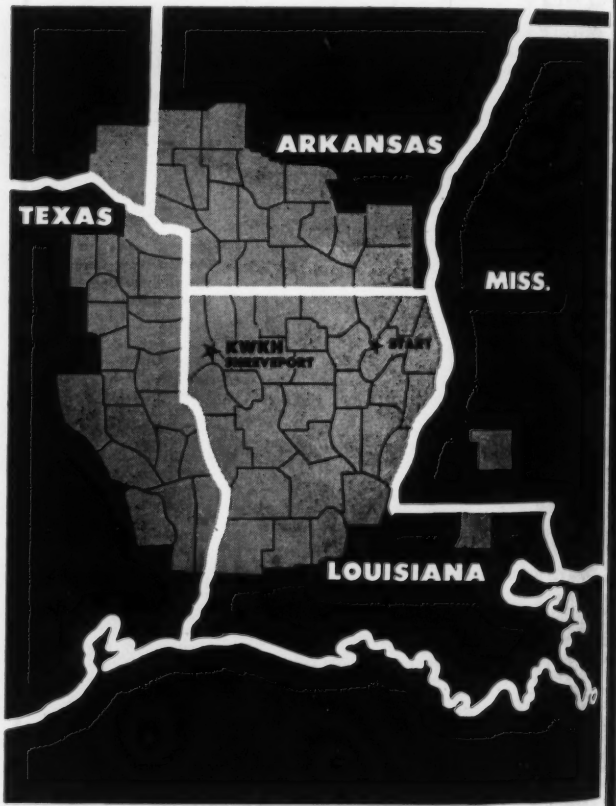
KWKH SHREVEPORT

DOESN'T STOP AT START!

The space-devouring strides of KWKH range far out into rural areas, covering hundreds of places like Start (La.) in our big, 80-county daytime SAMS area.

We're first in the sprints, too. Latest Hoopers show that Metropolitan Shreveport prefers KWKH over the second station, *morning, noon* and *night* —up to 104%!

Cost-per-thousand listeners is far, far less than any other station in the area. Get all the facts from The Branham Company.



Nearly 2 million people live within the KWKH daytime SAMS area. (Area includes additional counties in Texas, Oklahoma and New Mexico not shown in map.)

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Branham Co. Representatives

Henry Clay General Manager

Fred Watkins Commercial Manager

BROADCASTING TELECASTING

November 21, 1955 Vol. 49, No. 21

SURPLUS OF FILMS PORTENDS ERA OF INTENSE COMPETITION

- **O'Neil warns allocation plans may limit stations, markets**
- **Martin says film supply is double needs of stations**
- **Film council told of price-cutting practices by salesmen**
- **Community antenna groups charged with pirating films**
- **New tax ruling cuts rate on some sales of old movies**

THE TELEVISION film business, operating in a steadily expanding station market, now faces an exciting but bitterly competitive future based on an over-supply of product, judging by a series of developments last week.

General Teleradio, now owner of the vast RKO film library and production facilities, brought the situation out into the open as:

• President Thomas F. O'Neil said proposals made to the FCC to limit the number of tv stations and markets would cut the sales potential for the RKO library. He said GT is following the MBS concept of strength through affiliates while subordinate to them [B•T, Nov. 14]. Film syndication will provide program means of increasing local and national spot sales in prime station time, he claimed (see text of speech to Texas Assn. of Broadcasters, page 30).

• Dwight Martin, GT vice president, said there are twice as many films available as the industry can use. He spoke at last week's meeting of National Television Film Council (see story page 28). Many programs are better live, he said.

• Joining Mr. Martin in emphasizing the overloading of the syndicated film market was John Mitchell, Screen Gems sales vice president, who claimed price-cutting is rampant (see NFTC story).

• A survey by B•T shows that despite any surplus of films the average tv station spends 42 2/3 hours a week programming films compared to 32 2/3 hours six months ago. (See detailed study of film's rising role in tv programming page 70.)

• Effectiveness of film programs cannot be measured by ratings, David Savage, Guild Films assistant president, told NTFC. He advocated a study of tv ratings and suggested sales should be the yardstick of effectiveness.

• More than 300 community antenna systems are pirating filmed shows, NTFC was told by Arche A. Mayers, Standard Television Corp.

• Ways of improving film commercials were reviewed by agency spokesmen at the NTFC meeting and recent developments in equipment, such as the Electronicam and other processes, were reviewed.

• From another angle, the tv film industry is considering the impact of an Internal Revenue Service ruling that permits some sales of old films carried at a zero inventory figure under long-term capital gains, half the normal tax (see box, this page).

All these developments in the evolution of the vast new television film industry point to intensified activity in this field. The developments are unfolded in the following columns.

The demand for film programming is great but the supply of film programming is even greater, Dwight Martin, vice president of General Teleradio, said in a speech exploring ways of increasing demand.

In a reversal of the usual contention of film people, he also maintained that many programs would be better off live.

"In my opinion," he said, "there are a great many programs that either are better shows when presented live rather than on film, or at least, filming lends nothing to their improvement. In these instances, I see no economic justification in filming since the end result is merely to afford the film distributor another program to put in the saddle bags of its salesmen."

Mr. Martin also dismissed another approach "that has been suggested a couple of times"—that the amount of network time be reduced by legislative or FCC action or that the networks be eliminated. "This," he said, "is a situation that just isn't going to come to pass, and, frankly, I don't believe that it should. Now this isn't to say that I don't deplore the invasion of station time by networks, or the abject dependency that some stations have on network programs. However, both the dictates of the FCC and the demands of the public require balanced programming on the part of each television station. . . .

"We film distributors better resign ourselves to the fact that we will not supply, and should not supply, all of the programminng that is presently being offered stations by networks. Moreover, if these [network programs] are to continue to be of good quality, which they admittedly are at the present time, then the organizations supplying them must be sound, healthy organizations, which means that they must operate at a profit. In order to operate at a profit, they must be given the opportunity to supply a sufficient amount of programming. . . .

"All of this means that while we may look forward to an increase at the expense of the networks in the number of hours devoted by stations to local films, this increase in time is not going to be sufficient to solve our difficulties."

He suggested (1) "that we as distributors confine our business to these programs that are better shows when filmed than when exhibited live;" (2) "that we strive to maintain a quality consonant with the best quality filmed programs now offered," which he said is the way not only to increase demand generally but also to take over "some time now occupied by networks [that] can and should be captured" by film.

Since there is a limit to the amount of demand that can be created, and a limit to what an advertiser will pay regardless of a film's high quality, Mr. Martin said, "We must look to an increasing use of re-runs to recoup the cost of quality film and realize a profit."

He made clear, however, that "quality films are not in over-supply," that the demand for quality product has been demonstrated, and that, instead of depending on legislative or other "artificial aids," success in the film business as in other fields "varies in direct propor-

TAX 'OUT' FOR OLD FILM?

SALE of old motion picture films for television is expected to receive a boost from an Internal Revenue Service decision handed down last week.

The ruling held that a particular sale of films carried at zero value on the books of a motion picture firm that ordinarily does not sell films outright is entitled to taxation as a long-term capital gain. This means that only half the profit is taxed as against the conventional income tax.

In the case involved (firm names are not divulged), IRS noted the firm had never before sold films but had rented them for a fixed fee or percentage of receipts. The firm sold about 200 films produced and released during the 1931-46 period. Motive for the sale was conversion of dormant assets into working capital. The purchasing firm, IRS said, "may possibly engage X corporation (the seller) to act as a distributing agent for some of the purchased films on the usual distribution fee basis charged for such a service."

The sale was described as "isolated and unusual," with the films "not property held primarily for sale to customers in the ordinary course of trade or business." The decision was handed down under Sec. 1231 of the 1954 revenue code.

FILM: ITS SUPPLY AND DEMAND

HOW MUCH film programming is there and how much can be accommodated by the present tv market? Dwight Martin, vice president of General Teleradio, offered this appraisal in the course of his talk to the National Television Film Council's forum last Thursday.

ACTUALLY while the acceptability of film has established a market, the increase in the supply of tv film has far outstripped any growth in demand and this fact does not bode well for the film distribution business.

Let's consider a few facts: Approximately 451 commercial television stations are in operation today. These are located in 290 markets, and serve some 32 million television homes.

MR. MARTIN

These 450 stations spend about 30% of their operating hours programming with local film, sold to them by companies engaged in the business of distributing film. Stated another way, the average station uses film about 29¼ hours per week. This means that altogether in a year, the sum total of television stations on the air will use 685,736½ hours of film.

At first blush, this seems like a lot of film but let's take a closer look. Suppose all this time were given over to half-hour syndicated programs, and each of these filmed programs represented one excerpt in a series of 39. Now if each of these series were to be shown on every station in the United States, this entire amount of time would be consumed by only 79 series. We know that no one series is going to be sold on every station. But assuming that the average series were sold on only 150 of these 450 stations, it would take only 237 series to occupy this entire sum of hours.

Moreover, these figures are based on the assumption that all of the time devoted by the local television station to film is occupied by half-hour syndicated programs. As a matter of fact, a little over one-half of the time, or 361,161 hours, is devoted to the showing of feature films. If we can assume that each feature film were to last one hour and a half, and that no feature film were to be run by a station more than once a year, then a quick computation would indicate that if each feature were to be played by all stations, these 360,000 odd hours would be entirely used up by only 525 feature films.

Again, if we assume that a feature film were only shown on one-third of the stations, then 1,575 films could be shown in this quantity of time. Now subtract the 360,000 hours of feature film programming from the 685,000 hours of total local film programming, and divide the balance of time among half-hour syndicated features, and you find that the entire balance of time will be consumed by 111 series, even though each series is shown on only one-third of the stations.

To summarize, these figures seem to indicate . . . that in one year television will use something like 1,575 feature films and the equivalent of about 111 series of half-hour syndicated film (each series consisting of 39 episodes).

This then is the demand. What about the supply?

There are approximately 3,362 features presently available, and this figure does not include 1,287 westerns. In other words, there are twice as many features available as past practice indicates stations will use.

There are 495 films or series of films, other than features or westerns, that are currently available. I know that this figure of 495 is a catch-all, but quarter-hour and half-hour series are so predominant in this category, that for the purpose of the point I am making, we can assume that they are all half-hour series. The point remains, even allowing for 100% margin of error, for 495 represents more than 4 times 111, which as I stated before might well seem the number of half-hour series required to occupy the time presently devoted by stations to local non-feature film programming.

It is abundantly clear then that as of the present, the supply of film greatly exceeds the demand, and under the circumstances it takes no mental giant to observe that either the supply must be decreased or the demand increased. . . ."

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tion with our efforts to improve the quality of our product."

In a discussion of what problems the motion picture director encounters in the tv commercial, Howard T. Magwood, a free lance film director, outlined six differences: Visual interpretation of the script and storyboard; the staging of the action; editing; use of opticals; length of copy (working to the stop watch), and diplomacy (the director at all times "keeps the agency representatives happy").

Mr. Magwood noted that seldom are script and storyboard similar when presented to the director. Usually, he indicated, the director must follow the latest script revision "while not departing too drastically from the storyboard."

In staging the action, Mr. Magwood observed, the director is hampered in his creative expression "all too often . . . by the well meant suggestions of not one agency representative but a bevy of beauties representing all departments of the agency plus an account executive and possibly a secretary or two." In order to coordinate the production "and deliver the best film possible," he said, only one representative should be permitted to speak for the agency.

Editing of film is important, Mr. Magwood asserted, because the director must do it as he shoots the commercial. Because of many transitions taking place in very short sequences, the film director must be familiar with techniques. He warned that some new writers in the film business become fascinated with optical tricks, even in a one-minute film, but that this fascination can overload a film with unimportant opticals—"this over-use of opticals is really a substitute for trained visual imagination. Copy departments should be trained in motion picture writing so that the director does not constantly encounter radio scripts being used for television."

In tv commercials, Mr. Magwood said, the director finds himself working with seconds and that copy "invariably written too long" becomes another pitfall, emphasizing that the attitude of cutting copy on the set costs clients millions of dollars a year.

The pitfall of diplomacy—of keeping agency representatives "happy"—falis to the director who has all to do with the problems of props, dollies, lights, actors and costumes among others, he noted. The solution, he said, is simple: Let one agency representative who understands "thoroughly what the art department, copy writers and clients would like to attain," deal directly with the director—"too many cooks spoil the soup. In this business we have living proof of it."

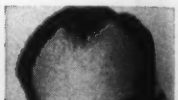
In providing tv film distributors with an insight into the views of tv station operators, George Rice, program director of WABC-TV New York, urged syndicators to work closely with their salesmen in the field for analyses of local markets. He pointed out that stations are acquainted with a distributor only through their salesmen, and these field workers learn to appreciate their problems, which vary from market to market.

John Mitchell, vice president in charge of sales for Screen Gems Inc., contended it is economically more feasible at this time for producers of quality programming to sell their shows to a national advertiser, rather than a group of small advertisers. He said the syndicated market is "overloaded" with product; is "rife with price-cutting," and requires a large sales staff to be serviced adequately.

Through selling to a national advertiser, Mr. Mitchell continued, a distributor is obliged to concern himself with the marketing requirements of one company only, and can provide more time and effort to assist the advertiser than could be supplied to a variety of sponsors in different fields and with varying marketing needs. He believed that this policy of designing production for a national sponsor will continue to be the most feasible one, until the present "oversupply" of syndicated films is exhausted.

Mr. Mitchell replied to a question from the audience, which observed there were "just so many national advertisers" that could be approached, by saying that he felt there was no limit on the number of such advertisers who could be persuaded to use tv. He added that programming quality should be of high calibre, and the distributor should be prepared to offer supporting services of a promotion and merchandising nature.

MR. MITCHELL



MR. SAVAGE

David Savage, assistant to the president of Guild Films Co., devoted his talk largely to a complaint against the use of ratings in selling a filmed show. He claimed that if a detailed analysis were required, shortcomings of all the rating services could be presented. Insisting it was "not fair" to quote ratings as a basis for the acceptability of a program because there are "many other factors involved" in a rating achieved by a show, he cited adjacency influence, nature of the competition and the time period.

"Could you actually assess the value of a show," he asked, "if you pitted it against *I Love Lucy*, in the days when that show was 'hot'?"

Mr. Savage also felt that certain trade publications, which publish the lists of rating services, are providing misinformation, because the mere listings do not consider these other factors he mentioned. He recommended that NTFC form a committee to explore the whole field of ratings, and perhaps attempt to "educate" trade publications on "flagrant misuse of rating information."

Mr. Savage said the impact of the sales a

Do Agencies Stifle?

SHARP differences of opinion arose at the one-day forum of the National Television Film Council in New York last Thursday as representatives of agencies, film producers and distributors, stations and processing laboratories gathered under one roof to discuss ways and means of improving all areas of tv film.

Perhaps the most provocative discussion centered around the issue of the division of responsibility by agencies and producers concerned with film commercial production, with several producer spokesmen indicating that agency supervision and direction led to stifling of "creative effort" and delays in production. Along with this development was a seldom-voiced conviction by several program producers that the market is glutted with film product but high-grade programming is still needed.

program generates is a more important year's yardstick for measuring its worth than its rating.

Arche A. Mayers, of Standard Tv Corp., who served as moderator for the panel on program film distribution, complained of "daylight piracy" of filmed shows by community antenna tv systems. He said there are more than 300 systems which "help themselves" to filmed shows, "without paying a cent."

Mr. Mayers explained that tv stations, for the most part, are not complaining because they are being benefited by increased audiences. The distributor, he said, is a "captive supplier" of programming, and he urged the NTFC to look into this situation.

The luncheon speakers were Melvin H. Gold, president of Mel Gold Productions and honorary president of NTFC, and Dr. Alfred Goldsmith, consultant to various electronic companies and board chairman of NTFC. Mr. Gold traced the history of NTFC from its beginnings in 1948 and said the organization had made much progress in attaining its objectives of standardizing business practices, improving program content as well as the technical phases of tv films.

Dr. Goldsmith sketched the advances that have been achieved in tv films in the past nine years, citing the Electronicam camera as a recent development, and said that more changes were in the offing, particularly in color film recording. Dr. Goldsmith warned against "the sameness" of much tv film programming, and suggested that production be encouraged in cities other than New York and Hollywood so that "a freshness, a diversity of viewpoint" may be achieved.

As part of a panel examining the advertising agency function in tv film production, Alexander Griffin, vice president in charge of radio-tv for Al Paul Lefton, Philadelphia, reported that in selecting a film producer for his agency's commercial an important consideration is the "cooperative" spirit of the producer. He said that he has found that a better job will result if the agency can elicit enthusiasm from the various production employes, including cameramen, animators and directors.

His agency, Mr. Griffin said, tries to sustain this enthusiasm by permitting the producer to deviate from the "storyboard." He pointed out that the producer has built up an experience in dealing with all types of "storyboards" and very often can make valuable suggestions for improvement.

Clients for Al Paul Lefton, he said, are given a budget which includes "reasonable allowances" for changes in the commercials. In turn, Mr. Griffin continued, the producer is notified that although the budget makes such an allowance, it should not be exceeded and should be used only if revisions are made as the commercial is in production.

At some variance with the views expressed by Mr. Griffin, Frank Brandt, art director of Ogilvy, Benson & Mather, indicated that the creative aspects of producing a commercial is largely the agency's function. At Ogilvy, Benson & Mather, he said, the writer, artist and agency producer work together as a team to put together the various elements of the commercial. He said that the art director often works together with an animation studio, and on occasion forwards recommendations from the studio to other agency executives. He made it clear, however, that the agency constitutes the main area of responsibility for the commercial's production.

An appeal for copy writers to work closer with commercial tv film producers was sounded by Harry Bressler, tv copy supervisor for McCann-Erickson Inc.

Mr. Bressler said: "Beneath the cynical exterior of most of the commercial writers that I know beats an artist's heart. A little of themselves goes into every commercial they write. They want it to turn out right . . . to them it's an artistic creation. If something of this attitude could be instilled in everyone who works in television, we'd get a lot better commercials."

The television commercial film producer today, in most cases, is—"a creative extension" of the advertising agency for which he is producing commercials, Robert H. Klaeger, vice president in charge of tv commercials for Transfilm Inc., said in tracing the evolution of the present day relationship between the two.

"Certainly," he acknowledged, "certain problems exist and they always will . . . the important fact is that we now recognize one another's problems. The misunderstandings and the mistrusts have evaporated because of the repeated contacts between the producer and the agency, and each has a far better understanding of the other. Because of this, we are able to produce television commercials in a volume that would have seemed astronomical just a few years ago, and the quality has steadily improved even though schedules of production have been drastically speeded up."

Orestes Calpini, creative head of Bill Sturm Studios, New York, confessed that he often felt "frustrated" by agency direction and supervision when producing a tv commercial. He thought there was no clear cut area of responsibility for the producer, and that agency direction and supervision often resulted in delays in completing the commercial.

Mr. Calpini suggested that the film studio be given a copy of the script in "its infancy," so that it might visualize the commercial from beginning to end. This move would prove to the studio that the agency recognizes the producer's creative talent, according to Mr. Calpini. He added that under the current practice, although a studio may conceive an "excellent idea," it cannot be used late in the production schedule because the agency often has to obtain "too many okays" from various executives.

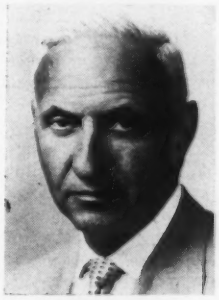
Closer cooperation with optical effects companies was urged by Sam Levy, president of Eastern Effects, New York, as a means of improving the finished product. He pointed out that if a producer gives the optical house details of a proposed commercial, the optical company often can make suggestions that will reduce the number of optics required. Mr. Levy also said that an optical house could contribute a more useful service, if producers would abandon the practice of "last-minute, rush work."

Paul Kaufman of Tri-Art Labs., New York, also sounded a plea for more planning on the part of producers so that the laboratory processor would have more time to complete his work. He said laboratories have devised several methods to speed up tv film processing, and have found quicker means of expediting the films to assure prompt delivery.

Stan Parlan, supervisor of broadcast film for NBC-TV, said filmed commercials have not kept up with the advancements made by tv film programs. He claimed that programs have stressed "entertainment," while the commercials have accentuated "hard sell."

Mr. Parlan contended it is important to inject the element of "entertainment" in commercials, and said that color tv commercials are utilizing this approach of "entertainment and sell." He said there is more pre-planning of commercials in color and suggested that producers of black-and-white commercials consider altering their approach by embodying "entertainment."

Use of the DuMont Electronicam tv film system for recording commercials as well as programs was outlined by Jack Bachem, general manager of Electronicam production services for DuMont, who noted that "we have turned out dozens of commercials for such well-known products as Tempo beer, Listerine, and Beech-Nut foods, at an overall average cost of well under a thousand dollars per commercial."



MR. BACHEM

Within the past week, he said, Electronicam was signed to produce, in two studio days, eight 60-second and eleven 20-second commercials whose total cost to the first print will be $16,150, or an average of $850 per commercial.

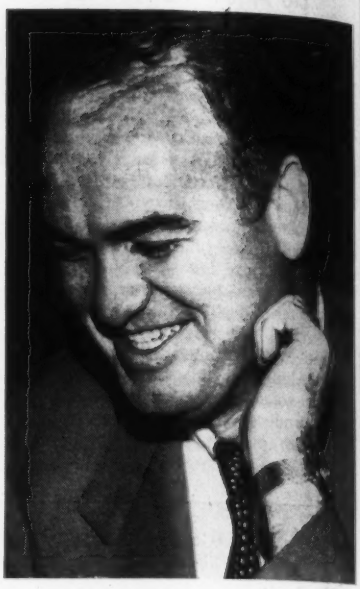
Don McCollum, vice president of Schwerin Research Corp., called for greater acceptance of the filming of pre-test commercials by professional film producers, asserting that such servicing would increase, rather than decrease, the number of commercials to be made.

He said that Schwerin, in current pre-testing for its clients, makes use of filming via closed circuit kine and various other forms of inexpensively produced films. But he said, while these have produced "useful results" in aiding the advertisers to produce more effective tv commercials, he could not understand why professional filming cannot be obtained by "many of our clients."

Testing the preliminary stages of a commercial does not give the same results as a pre-testing of the commercial itself and thus Schwerin has found that the only way which a commercial can be pre-tested is via the use of an actual film representation, he said, noting that the pre-testing service is "gradually becoming a larger and larger share of our work as the costs of television keep climbing."

The pre-test of a commercial provides the advertiser with a blueprint for the final product, permitting him more effective production, he said. He said the pre-test step permits commercials to be seen in the "rough" at the creative level in the agency. He noted that the limitations in pre-testing are that it can only evaluate the effectiveness of different, basic themes or different, basic presentations of the

CAN TV ADOPT THE MUTUAL CONCEPT?



IT COULD BE DONE WITH FILM, SAYS O'NEIL

POLICY of network subordinate to the station worked for radio and, if there are enough stations, the same might be evolved for tv, General Teleradio President Thomas F. O'Neil told the Texas Assn. of Broadcasters last week. This is his text.

IT OCCURRED to me that this might be a good opportunity to answer publicly a question that has been frequently put to me—one which I have been accused of begging or of vaguely responding. The question: What are General Teleradio's future plans and intentions with respect to the business of television film syndication? The question obviously has been prompted by our acquisition of RKO along with its library of fully amortized motion picture subjects and its facilities for motion picture production.

The answer with respect to the use of our production facilities is simple. We will make them available for the profitable production of film subjects, whether they are to be released over television or in motion picture theatres. Any profitable employment of our production facilities will be entertained and sought by us. Of that you can be sure.

Such a categorical answer cannot be given with respect to the disposition of the film library. Am I going to vaguely answer again? Perhaps so. But let me explain. Our intentions were relatively more firm when we negotiated and concluded the RKO contract than they can be today. We then anticipated constant growth in television stations and markets, which growth in turn would be nurtured and accelerated by our supplying new high-quality program product. Since then there have been serious proposals made to the Commission to modify its allocation plan in a manner that would greatly limit the number of future television stations and markets. Perhaps my answer would be clearer if I indicated the basis of facts and experience that influenced our initial judgment that film syndication had inviting future prospects. We relied substantially upon the success of the concept and policy of Mutual Broadcasting System in radio.

The Mutual policy and concept can be summarized as follows. Mutual proposed:

1. To be a substantial factor in the success of independently owned stations but nevertheless subordinate to their success and existence.

2. To achieve strength as a network from the independent strength of its affiliates.

3. To cover the nation principally through large numbers of local outlets.

Mutual was founded out of certain grave concerns and dissatisfactions of the independent stations that organized it. The founders were alarmed by the dependence and the insecurity they had experienced in their relations with existing networks. Local operations were too completely subordinated to network interests and demands. A sort of progressive muscular atrophy tended to set in at the local station level, which progressively increased the station's reliance upon the network and progressively decreased the station's self-reliance and independence.

Pardon the metaphor, but a network affiliation was like an opiate. The more network you had the more you needed it, the less you could do without it. This tended constantly to enhance the bargaining power of the network with respect to rates, free hours and station compensation.

There was also concern with the quantity of network programming that a station must take. A network sale is basically a wholesale transaction for the station, or perhaps, in most instances, it could more properly be called a loss leader. Local and national spot are retail sales. It's good business to sell a portion of your inventory at low mark-up in order to increase the yield of the balance. But it's curtains for a business that sells all of its inventory that way. The explanation of the cut-rate merchant who said he could afford to sell everything at less than cost because he had "such volume" is funny but no proof against an ultimate destiny in the unhappy hunting ground of insolvency.

These then were the problems and concerns out of which Mutual and its policy of operations were born. To some of you, this brief recitation of history may sound like a parable addressed to the television problems of today. If you thus react, then you will not feel that I am begging the question I undertook here to answer.

There were certain external conditions that had to exist before a radio network following such a policy could hope to survive. The most basic—there had to be a greater number of stations than could be served by networks following the policy of domination. This may sound like we were resigned to being the third or fourth network. Perhaps so—at least in volume of business. Perhaps that is the necessary result of a network being subordinate to, rather than dominant of, the independent stations.

The success of Mutual in terms of its objectives was not to be measured by comparing its billings with those of other networks. Though I must confess a covetous feeling with respect to CBS and NBC billings, Mutual's success was to be measured in the comparative strength, effectiveness and stability of its affiliates.

How do we rate in this measure? I think quite well. Over the years many of the outstanding station operations in the country have been —and are—Mutual affiliates. To give principal credit to Mutual as a network organization is to deny its avowed function. But to give basic credit to the mutual *concept* of a network's function is both consistent and right. I will match the capacity of Mutual affiliates to weather the last few difficult years of radio with that of the affiliates of any other network. You may say, without offending me, that the stations, not the network, deserve the credit. I would not be offended, because that is precisely what the Mutual idea intended—that the stations should be strong in themselves, not strong *only* because a network was supporting them.

Some have said that the Mutual affiliate is merely a station that couldn't get an affiliation with NBC, CBS, or ABC. However true this characterization might have been in some instances and times in the past, we all know of radio stations that right now have no desire for such affiliations and of stations that now have them but would just as soon be without. Why is this? I believe it is because many radio

stations have found that they *can* operate more profitably with greater stability and security as independents than as *completely subordinated* and dependent parts of a national radio network. I further believe that the Mutual concept of station-network relationship deserves great credit for this development of relative independence of radio stations now as compared to pre-Mutual days.

I *am* here to suggest that hindsight in radio might provide us with some foresight for television. Is there any basis to believe that the Mutual network concept can have successful application, on a modified basis, to television? I do believe so and have thought so for some time. So strongly did I believe it, that I persuaded my company to stake more millions of dollars than I like to think of on that belief. If I am proven wrong, there may be a certain O'Neil who will be referred to as "formerly of the General Tire & Rubber Co."

Why do I believe as I do? I know there are a number of successful independently minded television stations in the country that would prefer to retain more of their independence than they can prudently do and still keep their current network affiliations; that would like to have more security and stability than a situation ridden with the constant fear of termination of the network affiliation and therefore of the profits, and that want to base their success as much as possible upon the efforts of their own employes in production and sales rather than upon the ofttimes fickle loyalty of a network. Also there are a large number of permittees who have not built because of poor prospects of program sources and revenue. The psychology of the situation is right for something in the nature of the Mutual idea. But what of the practicalities?

NEEDED: MEANS OF ACQUISITION

Obviously the most devout desire for a thing is not by itself sufficient in our temporal world to get the thing. To realize the hope, there must be, in addition to the hope, a means of acquisition. Before these stations and permittees can get what they demand, there must be a possibility of profit for the supplier. Here then is the crucial question: Can the industry now or in the near future support an additional source of high-quality revenue-producing programs? My answer is a qualified "yes." First may I state the reasons for the affirmative answer and then the nature of the qualifications.

While the national networks have worked the national advertising field so hard, and its limitations are such that the chances of measurably increasing its harvest are uncertain, the local field has lain fallow to a substantial extent. So long as the networks are the principal source of programs of high quality at low-per-station cost, this is the inevitable result. The networks cannot exhaustively work both fields at once. Successful network operations, under current policies, are conditioned upon success in clearing time. Substantial station sales of local or national spot by any affiliate create problems of network clearance. Conversely, obligations of network clearance create substantial obstacles to local and national spot sales by the affiliate. Our television station in Boston is affiliated with CBS and ABC. I cannot reasonably hope that those networks will furnish us with many good programs at low cost to sell to local and national spot advertisers in prime time. They would be stupid to thus compete with, and create problems for, themselves—and they give no indications of being stupid.

This is the area of greatest hope for film syndication. It need not stay out of the field in which the networks operate, but its predominant interest and best hope seem to lie in working the other field, i. e., providing the program means of increasing local and national spot sales in prime time. This is the Mutual idea applied on a modified basis to television.

The modification is in the different means of delivery that it employs. Mutual radio uses land lines of *communication*, whereas film syndication uses *transportation*. This modification results from the superior efficiency, assuming widespread distribution and markets, of film transport versus delivery by communication lines. RKO operates 40 domestic film exchanges to sell its products to thousands of theatre exhibitors. The total cost of operating this distribution system is substantially less than the amount that either CBS or NBC pay for interconnection alone. This fact seems to teach that through film syndication, programs of network quality can be distributed at a lower cost than by interconnection—again assuming widespread distribution and markets. This results in lower cost of programming to the station and, hence, a greater potential in the local field of station sales.

You will note that the conclusion just reached was conditioned upon the premise of widespread distribution and markets. Herein lies an important qualification to my bullishness with respect to the future of film syndication. To operate successfully, we must have a relatively high number of television stations and markets. If the only stations in existence are those that are pre-empted and primarily supported by the networks, and the only markets are those that a network advertiser wants, then there is no substantial opportunity for film syndication. This has been the stunting factor in the growth of film syndication until just recently. Maybe until right now—maybe to infinity—because the continued station drop-outs and the proposals to the Commission to greatly reduce the allocated channels and television communities can make a great big bear out of me awfully quickly.

Now, I may have improperly given my friends here some concern about my loss of a job if film syndication doesn't work. Cease worrying. There was more than a little bit of license in that remark. While it is true that our initial and primary aim in the RKO transaction was to obtain program product for television, we have a hedge. We have found an impressive potential for RKO in the production and distribution of product for theatre release. If television film syndication is a cropper, we can make out very well on our investment by carrying on and expanding the past business operations of RKO, which we will do in any event.

So now, after too many words, I get back to the question I have undertaken to answer. We are going to release, directly or indirectly, films to television and will continue to do so unless television stations and markets become so scarce that there is no support or demand for our product. The qualification is necessary because it is beyond our control. The Commission will decide how many markets and stations to allocate; and station owners and permittees will decide when, where and whether they will risk operations. We are ready. I hope the other essential patries are, too.

Tv: It's Whatever the People Want

WHY DOESN'T television do more to educate and uplift its viewers? Thomas F. O'Neil, president of General Teleradio, incorporated his views on this subject in a speech last Tuesday at St. Louis U., which conferred on him an honorary doctor of laws degree. His acceptance speech, broadcast by Mutual, dealt with the business world's role in the field of higher education. It stressed the need for "more cooperation, more contact between the business community and the university community," and had this to say about television specifically:

"In our country this communication medium [television] is principally operated by private enterprise. It is almost entirely supported by advertisers of goods and services. The motivation of its operators, as in all business, is desire for profits—cold, hard coin of the realm.

"Our value as an advertising medium depends on the number of people who view it. They will only view it if we give them something they want—not what we think they should want. We have a medium by which our cultural, moral and intellectual level could be measurably advanced. But whether it will be thus employed will not be decided by the broadcaster but by the viewer. To oversimplify—it's not the fisherman that determines the bait to be used—it's the fish.

"I have recently heard some outstanding leaders of our industry speak as though television singlehandedly and overnight would bring about a moral, cultural and intellectual revolution; that it would forthwith bring the genus *homo sapiens* to its ultimate destiny. It could do just the opposite. Like nuclear fission, television has great potential for either good or evil. We, as a business, deal primarily with wants as they exist. We can consistently perform on no higher plane than our people live, think and feel. If we do, we have no viewers, no business.

"The broadcaster can weave in an intellectual thread here and a cultural thread there but these cannot form the basic design of his program fabric until the audience wants it. Our industry is not going to give the viewers Plato, Aristotle and St. Thomas Aquinas when the viewers want the *$64,000 Question, Jackie Gleason* and *George Gobel*. These are the realities of the situation."

same theme, and that no method has been devised for pre-testing full animation.

The importance of pre-tv documentary films in the production of historical presentations for television was stressed by Donald Hyatt, of the NBC Special Film Unit.

"This vast and neglected area I am speaking of," he said, "constitutes the millions upon millions of feet of film which never saw the arc of a studio light, footage shot since the beginnings of film, retaining the images of people that lived, events that happened, and the world that was."

He detailed the work of the NBC Special Film Unit in rounding up old films for such documentaries as the NBC *Victory At Sea* and *Project 20* series, also emphasizing the need for "artistic integrity and intellectual creativeness" in using old footage.

"The special film unit research department," he said, "has become an efficient world-wide organization after five years of intensive training. While there is a great deal of film in the known archives and commercial vaults of the world, much of the truly valuable film exists in bits and pieces in the most unpredictable places. For a single hour-long program we will generally consult over 250 film sources. Of these, there are perhaps a basic 50 that are consulted for each program as a matter of course. The other 200 are determined by the nature of the program itself."

One of the ways Revue Productions (subsidiary of MCA-TV Ltd.) secures film properties is to get ideas by scanning periodicals and books, "even the 'avant-garde' type of literature," William Morwood, scrip director of the production firm, told NTFC. He said:

"We retain an unusually large staff of over 20 people to look through just about every piece of published material in search of good vidfilm materials." He added this was no indication that there was a dearth of original works in the U. S. today, asserting that Revue deals largely through literary agents on both coasts, and is constantly on watch to develop "promising writers."

John Schneider, vice president of Biow-Beirn-Toigo, New York, and president of the NTFC, presided over the forum. Panel moderators were Albert D. Hecht of the Bill Sturm Studios; Marshall Rothen of Kenyon & Eckhardt, and Messrs. Gold, Mayers and Goldsmith.

Film Council Nominates Slate, Sets Mail Vote

NOMINATIONS for officers of the National Television Film Council were made last Monday in New York to prepare the way for mail-balloting, winners of the elections to be announced at the Dec. 15 meeting of the council.

Renominated for the NTFC presidency was John J. Schneider, vice president of Biow-Beirn-Toigo Inc., New York. Other nominees: William Reddick, executive vice president; Sidney Mayers, executive secretary; Charles Carpenter, treasurer; Beulah Jarvis, general secretary; Arche Mayers, distribution vice president; Dave O'Shea, stations vice president; Ken Cowan, membership vice president; Lou Feldman, laboratories vice president.

Nominated for board members were Dr. Alfred N. Goldsmith, Harold DuMont, Sam Spring, Waldo Mayo, Robert Gips, Kern Moyse, Sally Perle, Stan M. Cole, David Savage, Marshall Rothen and Herb Golden.

Nominations were made by a special committee of Lou Feldman, Joe Dougherty, Bob Gips, Sidney Mayers, Bert Hecht, Herb Gelbspan, and Ken Cofob.

EMIL MOGUL, STORM & KLEIN MERGE; $10 MILLION COMBINED BILLINGS SEEN

Mogul agency name to be retained with Mr. Mogul keeping presidency. S & K President Allston E. Storm to leave agency field upon consummation of agreement. Tintex among accounts being transferred to new agency.

MERGER of Emil Mogul Co. and Storm & Klein Inc., both New York, effective Jan. 2 and retaining the former agency's name is being announced jointly today (Monday). In the process, it is expected that the Mogul agency will increase its estimated current billing of approxmiately $6.5 million to about $10 million next year. Two-thirds of Mogul's current billings are devoted to air media alone.

All of the accounts now serviced by Storm & Klein, including Tintex, a heavy radio-tv spot advertiser, will be transferred to Emil Mogul Co. when S & K ceases to function as a separate entity on Dec. 31. A Mogul agency spokesman said last week that "prior to this new development, we had expected to be billing somewhere in the neighborhood of $8 million in 1956."

No change in the Mogul executive structure is contemplated. Storm & Klein President Allston E. Storm will retire from the agency field Dec. 31. S & K's Executive Committee Chairman Charles M. Storm, is expected to assume an executive position in the new agency. Other S & K principals and their new positions with the Mogul agency are to be as follows: Executive Vice President and Treasurer Edward Klein to senior vice president and group head; Vice President George Balterman to vice president and account executive; Vice President Harry Chapperon to director of public relations, and Radio-Tv Director Arthur Klein to assistant account executive. Other Storm & Klein personnel, including some departmental executives, are also scheduled to shift to Mogul.

Under the merger agreement the following accounts will be moved to the Mogul firm: Booth's Distilleries Ltd. (House of Lords Gin), London, England; John Harvey & Sons Ltd. (sherry and port), Bristol, England; Heidsieck & Cie. (Dry Monopole Champagne), Rheims, France; Luria Engineering Co. and Luria Building Products Inc. (construction), New York; Park & Tilford Distillers Corp. (imported parfums, whiskies), New York; The Tintex Co. (tints and dyes), New York; William Sanderson & Son Ltd. (Vat 69 scotch whiskey), Scoltand, and the Metal Foil Products Mfg. Co. (aluminum foil specialities), Newark, N. J.

This line-up will greatly strengthen Emil Mogul Co.'s position in the field already bolstered by the acquisition several months ago of part of the Revlon Products Inc. account (Silken Net, Aquamarine and men's toiletries). Listed among Mogul clients are: Adams Hat Mfrs. Inc., New York; Block Drug Co. (Omega Oil, Poslam Ointment, Alkaids, Centrol Tablets and Laxium), Jersey City; the Bolsey Corp. of America (cameras), New York; Knomark Mfg. Co. (Esquire Boot Polish), Brooklyn; Monarch Wine Co. (Manischewitz wines), Brooklyn; Rayco Mfg. Co. (auto seat covers), Paterson, N. J., and the Ronzoni Macaroni Co. (macaroni products), Long Island City, N. Y.

Today's announcement had been expected for some time after it was reported that Storm & Klein had been exploring merger possibilities with several other agencies. In confirming this late last week, Mr. Klein said that "of the various interested agencies reviewed by us, Mogul stood out as the one with the most desirable talents and facilities for enhancing service to our present clients, and at the same time offering excellent potentiality for future growth."

Mr. Mogul also was pleased with the merger, saying that the development "brings great satisfaction to my associates and myself . . . we look forward to a very pleasant, long and profitable association with Storm & Klein personnel and clients."

The move brings together an old-fashioned

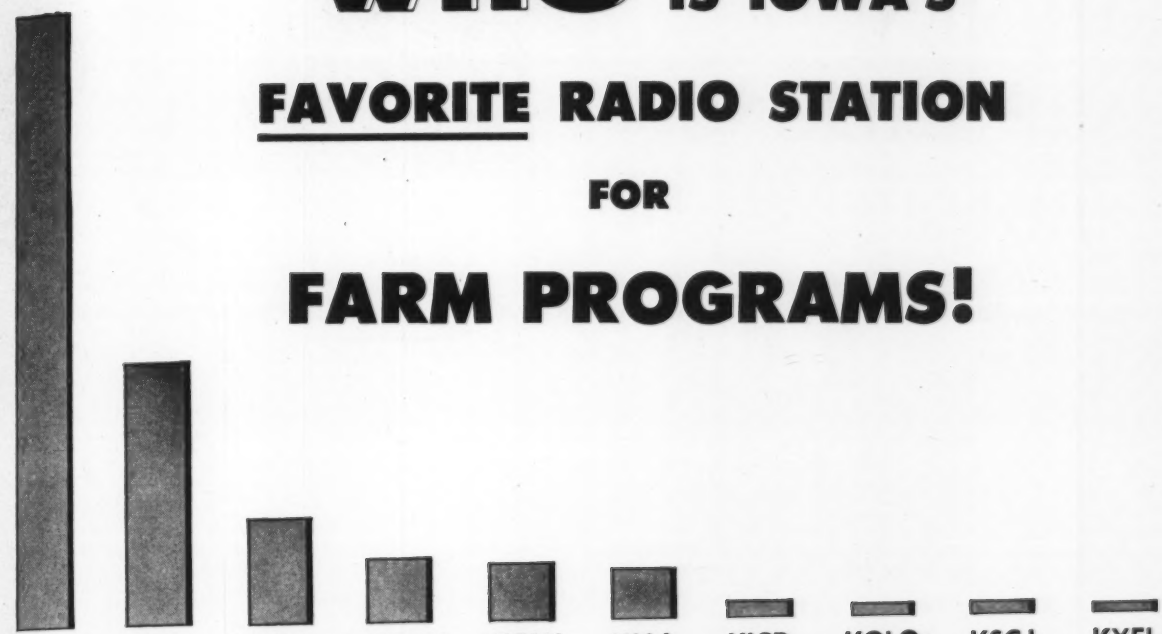
SPOT RADIO campaign of California Prunes Advisory Board will be based on straight announcements and a singing commercial, developed by Song Ad Productions Inc., Hollywood. Listening to an audition of the commercial are (l to r): front row, Sherwood Hall, Capitol Records engineer; Bob Sande, president of Song Ad Productions; Gertrude Van Hooydonck, assistant creative director of Botsford, Constantine & Gardner, agency handling the spot campaign; Stanley Swanberg, executive vice president of the agency; Martine Woodward, merchandising representative for California Prunes Advisory Board; back row, Dick Tufeld, announcer; Hugh Hudson, account executive for Song Ad; Jack Baker, agency vice president, and Harold Broeger, advisory board assistant manager.

WHO IS IOWA'S

FAVORITE RADIO STATION

FOR

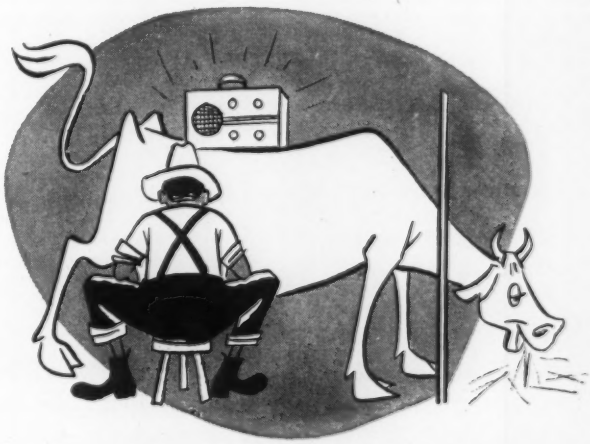
FARM PROGRAMS!



THE data above is taken direct from Dr. Forest L. Whan's 1954 Iowa Radio-Television Audience Survey—the 17th annual edition of this famed study.

Farming is big business in Iowa, and Iowans' overwhelming preference for WHO farm program is far from a freak. It's the result of heads-up planning —in programming, personnel and research . . . in Public Service and audience promotion.

Write direct or ask Free & Peters for your copy of the 1954 I.R.T.A. Survey. It will tell you more about radio and television in Iowa than you could glean from weeks of personal travel and study.



NBC Affiliate

FREE & PETERS, INC.
National Representatives

BUY ALL of IOWA—
***Plus* "Iowa Plus"—with**

WHO

Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President

P. A. Loyet, Resident Manager

AD MEN ARE TALKING ABOUT W·GTO FLORIDA'S NEW STATION

from **Gulf To Ocean • Gainesville To Okeechobee**

Of course people in Florida are talking about this *new station* too. They like our excellent News coverage* our fine programming and our three outstanding disc jockeys, Dale Starkey, Dar Dodds and Bob Wery.

**Besides all available news wires, W•GTO employs correspondents in 27 towns within our coverage area, thus assuring our listeners of getting all important Florida, National and International news.*

10,000 WATTS

540 KILOCYCLES

W·GTO

HAINES CITY, FLA.
PHONE 6-2621

owned and operated by **KWK, *St. Louis, Missouri***

Represented by
WEED & COMPANY

agency with a relative newcomer. Storm & Klein was founded in 1888 under the name of Jules P. Storm & Sons, becoming Charles M. Storm Co. in 1929, and upon the succession of Mr. Storm to chairman in 1948, the firm adopted its present name. Mr. Mogul organized his agency in 1940 with his wife Helene as secretary-treasurer. Other principals in the Mogul agency are Charles L. Rothschild, executive vice president; Myron A. Mahler, vice president and creative director; Seth D. Tobias, vice president and chairman of the plans board, and Nat C. Wildman, Rino Negri, Milton Guttenplan and William Jacoby, all vice presidents.

Storm & Klein will continue to operate at its present address, 331 Madison Ave., until Dec. 31. Emil Mogul Co., until larger quarters are occupied early next year, will remain at 250 W. 57th St.

Hadacol Says 304 Stations Accept Non-Card Proposition

HADACOL Inc., Lafayette, La., has percentage deals with 304 radio-tv stations, by-passing agencies and representatives, according to a letter to stations signed by O. C. Guilliot, Hadacol general manager.

"Believe it or not some are receiving more than card rates," he added, explaining "this is not a P. I. deal . . . you are not required to handle mail or money.

"Here is the way the plan works," he said. "We pay you monthly, upon receipt of affidavit proving performance, 35% of our factory shipments into your primary area. For this you give us one-minute Hadacol spots run-of-schedule on your station."

He also added that the Hadacol product "has had more publicity than all other drug products combined."

DELAWARE—DIST. OF COLUMBIA—MARYLAND

OFFICIAL tabulations of retail sales by counties for the calendar year 1954 are now being released by the U. S. Census Bureau. These preliminary data, subject to revision in the final report on the bureau's 1954 Census of Business, are the most reliable figures available on the amount of retail business in counties of the U. S. and are based on stores with paid employment that did a business of $2,500 or more in 1954.

B•T will publish figures like those below for all states as they became available.

Sales include total receipts from customers after deduction of refunds or allowances for merchandise returned by customers. They include local and state sales taxes or federal excise taxes collected by the store directly from customers as well as gasoline, liquor, tobacco and other taxes paid by manufacturer or wholesaler and passed on to the retailer. The figures do not include retail sales by manufacturers, wholesalers, service units and others not primarily engaged in retail trade. They do, however, include retailers' service receipts, sales to industrial users and to other retailers.

Copies of complete reports for each state, covering counties and cities, can be obtained for 10 cents each or $4 for all reports, from Bureau of the Census, Washington 25, D. C.

DELAWARE:

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
Delaware, total	485,752	94,787	28,863	48,193	30,737	25,871	72,669	27,465	29,757	14,003	103,414	9,993
Kent	67,450	9,791	2,988	6,169	2,021	3,072	14,651	3,222	4,919	1,438	17,316	1,863
New Castle	325,633	69,334	21,705	40,128	25,143	18,990	41,854	18,935	17,819	10,481	53,919	7,325
Sussex	92,669	15,662	4,170	1,896	3,573	3,809	16,164	5,308	7,019	2,084	32,179	805

DISTRICT OF COLUMBIA:

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
District of Columbia (coextensive with Washington)	1,217,853	224,737	109,868	181,072	102,908	64,845	192,289	55,627	31,379	55,261	174,422	25,445

MARYLAND:

County	Total Sales all establishments ($1,000)	Food stores sales ($1,000)	Eating, drinking places sales ($1,000)	General merchandise group sales ($1,000)	Apparel, accessories stores sales ($1,000)	Furniture, home furnishings, appliance dealers sales ($1,000)	Automotive group sales ($1,000)	Gasoline service stations sales ($1,000)	Lumber, bldg. matls., hardware, farm equipment dealers sales ($1,000)	Drug stores, proprietary stores sales ($1,000)	Other retail stores sales ($1,000)	Nonstore retailers sales ($1,000)
Maryland, total	2,683,819	663,962	242,490	306,253	135,599	110,605	423,742	162,622	174,915	100,005	257,692	105,934
Allegany	78,939	22,540	4,753	8,490	5,987	3,701	11,631	5,699	7,180	2,287	5,831	840
Anne Arundel County	105,704	36,308	11,981	5,694	5,045	3,300	13,496	10,195	6,075	4,043	8,435	1,132
Baltimore city (not part of Baltimore County)	1,248,774	278,620	131,079	198,914	77,691	66,634	172,773	50,268	47,565	49,084	100,048	70,098
Baltimore County	212,483	63,591	24,619	13,763	5,970	5,634	30,772	19,303	19,104	11,458	15,190	3,079
Calvert	10,198	2,185	1,273	1,312	(D)	(D)	1,696	746	1,094	(D)	1,457	58
Caroline	23,133	3,862	602	686	698	382	3,586	2,000	3,070	617	7,508	122
Carroll	44,296	9,414	1,623	3,514	619	1,648	8,384	2 614	5,474	965	8,833	1,208
Cecil	36,101	8,347	4,392	1,555	513	1,023	8,061	3,004	2,710	567	4,576	1,353
Charles	27,367	7,706	3,597	3,291	192	117	4,269	2,424	2,570	545	(D)	(D)
Dorchester	27,471	7,036	1,184	1,739	1,537	1,287	6,420	981	3,200	451	3,536	100
Frederick	62,242	13,512	3,702	6,562	2,822	2,446	10,264	4,071	6,148	1,365	10,162	1,188
Garrett	14,858	3,305	988	1,095	103	239	4,863	1,080	1,433	377	(D)	(D)
Harford	58,749	14,100	4,261	3,788	2,662	2,382	12,708	5,013	4,518	1,711	6,450	1,156
Howard	19,150	2,600	2,673	838	(D)	(D)	6,068	2,759	1,027	(D)	1,935	140
Kent	16,164	3,531	682	913	466	472	2,898	746	2,511	272	3,523	150
Montgomery	237,504	62,311	10,934	28,065	11,646	6,203	43,879	15,896	21,267	9,153	17,582	10,568
Prince Georges	187,122	67,577	15,916	5,392	4,660	2,861	34,591	17,792	16,041	9,202	10,922	2,168
Queen Annes	12,584	2,636	565	1,289	98	299	599	1,419	2,707	256	2,644	72
St. Marys	22,899	5,669	3,074	2,813	811	643	3,026	2,171	1,542	695	1,889	566
Somerset	16,409	5,182	487	889	358	543	1,757	1,322	768	436	4,645	22
Talbot	33,770	6,333	1,030	545	1,426	1,762	5,047	2,210	2,383	1,159	11,176	699
Washington	88,302	19,043	7,038	7,431	5,866	3,769	17,187	5,657	8,151	2,366	8,816	2,978
Wicomico	62,592	12,231	2,673	4,853	4,835	3,286	11,947	3,475	5,824	1,538	10,140	1,790
Worcester	37,008	6,323	3,364	2,822	1,227	1,405	7,820	1,777	2,553	907	8,462	348

(D) Withheld to avoid disclosure.

GEORGIA

These preliminary state and county figures from the U. S. Census of Agriculture show the number of farms with television sets in October-November, 1954, when the census was made. Figures are projected from a survey covering 20% of all farms. B•T will present farm tv figures for each state as they are tabulated by the Census Bureau. Readers can clip and save these reports to accumulate a complete, county-by-county, state-by-state file.

GEORGIA	Total Farms	Farms With Tv	% Tv Farms
Appling	1,403	185	13.2
Atkinson	584	90	15.4
Bacon	986	144	14.6
Baker	751	90	12.0
Baldwin	464	119	25.6
Banks	981	293	29.9
Barrow	1,138	506	44.5
Bartow	1,519	789	51.9
Ben Hill	654	82	12.5
Berrien	1,445	210	14.5
Bibb	779	402	51.6
Bleckley	712	136	19.1
Brantley	571	209	36.6
Brooks	1,703	120	7.0
Bryan	404	92	22.8
Bulloch	2,490	334	13.4
Burke	1,654	244	14.8
Butts	720	246	34.2
Calhoun	690	66	9.6
Camden	278	98	35.3
Candler	903	109	12.0
Carroll	3,155	1,541	48.8
Catoosa	833	325	39.0
Charlton	192	80	41.7
Chatham	408	191	47.0
Chattahoochee	52	7	13.5
Chattooga	1,098	392	35.7
Cherokee	1,643	945	56.8
Clarke	495	234	47.3
Clay	567	90	15.9
Clayton	804	644	80.1
Clinch	209	46	22.0
Cobb	1,987	1,356	68.2
Coffee	1,979	211	10.7
Colquitt	2,678	359	13.4
Columbia	736	219	29.8
Cook	1,137	152	13.4
Coweta	1,501	532	35.4
Crawford	568	111	19.5
Crisp	917	186	20.3
Dade	606	164	27.1
Dawson	603	330	54.5
Decatur	1,703	72	5.5
De Kalb	1,043	721	68.8
Dodge	1,503	211	13.8
Dooly	1,256	186	14.8
Dougherty	534	128	24.0
Douglas	890	407	45.7
Early	1,628	120	7.3
Echols	200	5	2.4
Effingham	803	181	22.5
Elbert	1,595	427	26.8
Emanuel	1,601	271	16.9
Evans	609	77	12.6
Fannin	1,063	215	20.1
Fayette	850	348	40.9
Floyd	1,558	770	49.4
Forsyth	1,795	1,077	62.1
Franklin	1,713	507	29.6
Fulton	2,127	1,223	57.5
Gilmer	968	238	24.6
Glascock	405	76	17.9
Glynn	223	45	20.2
Gordon	1,579	577	36.5
Grady	1,648	122	7.4
Greene	947	203	21.4
Gwinnett	2,659	1,567	58.9
Haber-sham	1,207	353	29.2
Hall	2,277	1,154	50.7
Hancock	1,130	141	12.5
Haralson	1,129	508	45.0
Harris	837	230	27.5
Hart	1,857	543	29.4
Heard	911	275	30.2
Henry	1,503	735	48.7
Houston	625	210	33.6
Irwin	1,508	265	18.0
Jackson	1,676	693	41.3
Jasper	571	187	32.7
Jeff Davis	941	113	12.0
Jefferson	1,230	158	13.1
Jenkins	914	185	20.2
Johnson	957	138	14.4
Jones	783	183	23.9
Lamar	639	289	45.2
Lanier	490	44	9.0
Laurens	2,472	1,041	42.1
Lee	587	62	10.6
Liberty	607	94	15.5
Lincoln	684	154	22.5
Long	371	58	15.7
Lowndes	1,521	232	15.3
Lumpkin	893	242	27.1
McDuffie	826	246	29.8
McIntosh	186	33	17.7
Macon	991	194	19.6
Madison	1,545	474	30.7
Marion	650	81	12.5
Meri-wether	1,573	478	30.4
Miller	1,118	35	3.1
Mitchell	1,777	198	11.1
Monroe	702	273	38.9
Mont-gomery	745	46	6.2
Morgan	1,104	407	36.9
Murray	1,023	353	34.5
Muscogee	350	125	35.7
Newton	984	472	48.0
Oconee	818	339	41.4
Oglethorpe	1,201	235	19.6
Paulding	1,149	644	56.0
Peach	316	101	32.0
Pickens	765	300	39.2
Pierce	1,287	336	26.1
Pike	875	348	39.8
Polk	1,253	493	39.3
Pulaski	684	114	16.7
Putnam	535	154	28.8
Quitman	249	23	9.2
Rabun	628	75	11.9
Randolph	1,016	102	10.0
Richmond	478	247	51.7
Rockdale	635	328	51.6
Schley	401	79	19.7
Screven	1,687	290	17.2
Seminole	687	21	3.1
Spalding	748	401	53.6
Stephens	835	200	24.0
Stewart	707	60	8.5
Sumter	1,235	273	22.1
Talbot	623	138	22.2
Taliaferro	448	65	14.5
Tattnall	1,578	178	11.3
Taylor	818	140	17.1
Telfair	1,061	81	7.6
Terrell	1,226	122	10.0
Thomas	1,655	166	10.0
Tift	1,287	137	10.6
Toombs	1,220	144	11.8
Towns	658	115	17.5
Treutlen	613	48	7.8
Troup	1,337	479	35.8
Turner	870	141	16.2
Twiggs	630	99	15.7
Union	1,004	157	15.6
Upson	812	368	45.3
Walker	1,710	538	31.5
Walton	1,834	1,002	54.6
Ware	972	388	39.9
Warren	883	122	13.8
Washing-ton	1,640	219	13.4
Wayne	949	205	21.6
Webster	476	48	10.1
Wheeler	719	38	5.3
White	839	291	34.7
Whitfield	1,534	746	48.6
Wilcox	1,035	152	14.7
Wilkes	1,140	251	22.0
Wilkinson	601	125	20.8
Worth	2,153	238	11.1
TOTAL	165,524	45,720	27.6

OTHER 35 STATES REPORTED IN B•T

Arkansas	Oct. 10, 1955
Arizona	Oct. 24, 1955
Colorado	Oct. 17, 1955
Connecticut	Oct. 10, 1955
Delaware	Oct. 24, 1955
Florida	Oct. 24, 1955
Idaho	July 25, 1955
Illinois	Oct. 31, 1955
Indiana	Oct. 31, 1955
Iowa	Oct. 3, 1955
Kansas	Aug. 29, 1955
Maine	Oct. 10, 1955
Massachusetts	Oct. 17, 1955
Minnesota	Aug. 15, 1955
Mississippi	Oct. 31, 1955
Montana	Aug. 15, 1955
Nebraska	Sept. 12, 1955
Nevada	June 13, 1955
New Hampshire	July 25, 1955
New Jersey	Oct. 3, 1955
New Mexico	Oct. 10, 1955
North Carolina (N. C. totals showing tv farms is corrected from 47.2% to read 26.3%).	Oct. 24, 1955
North Dakota	Aug. 1, 1955
Oklahoma	Sept. 5, 1955
Oregon	Oct. 17, 1955
Rhode Island	Oct. 3, 1955
South Dakota	Aug. 15, 1955
Tennessee	Oct. 3, 1955
Texas	Oct. 10, 1955
Utah	Aug. 1, 1955
Vermont	July 25, 1955
Washington	Oct. 17, 1955
West Virginia	Nov. 7, 1955
Wisconsin	Aug. 29, 1955
Wyoming	Oct. 24, 1955

FLUFFO SCHEDULES 'UNIQUE' COMMERCIALS

'Spectacular' ads for Procter & Gamble's shortening to use 20 minutes of live time on seven network tv shows, one network break in single day.

PROCTER & GAMBLE CO., Cincinnati, will launch what it claims to be a unique television "commercial spectacular" today (Monday), using 20 minutes of live commercial time on seven CBS-TV and NBC-TV programs plus one CBS-TV network break.

The nationwide sales drive, for P&G's Fluffo (shortening) will cover 17 hours, with commercials in NBC-TV's *Today*, *Home*, *Matinee* and *Tonight*, CBS-TV's *Search for Tomorrow*, *On Your Account*, *I Love Lucy*, and the 12:45 p.m. break with Bob Dixon.

All the commercials, which are being written specially for each program, will be produced live as contrasted with the filmed commercial usually used. For this feat, Biow-Beirn-Toigo Inc. has designated two agency teams. The sales strategy and commercials will be handled by Everett C. Bradley, vice president and account supervisor; Edward H. Meyer, account executive; Thomas Greer, vice president and copy group head; Mrs. Jean Brown, tv-radio copywriter, and Roy Winsor, vice president in charge of the tv-radio department working with P&G brand and copy experts in Cincinnati. The production team includes Lester P. Tomlin, radio-tv commercial department head, and Lou Florence, agency tv producer, who will coordinate activities of four other agency producers and three free-lance producer-directors. Olga Fabian, of the agency staff, is the stylist of the commercials.

Featured as the "thematic link" for the string of commercials will be pantominist Jimmy Savo, dressed as a pilgrim urging housewives to stock their larders in anticipation of the 40 million turkeys to be consumed this Thanksgiving. Spokesmen for Biow-Beirn-Toigo said that although P&G regularly sponsors *Lucy* and *Account*, the majority of the purchases are new on a one-time basis.

It was also pointed out that the "spectacular" will permit the equivalent of seven weeks worth of three-minute commercials in *Lucy* to be aired in one day.

Compton Names Kabaker As West Coast Director

ALVIN KABAKER, vice president and director of radio and television for Dancer-Fitzgerald-Sample in New York, has been named director of West Coast operations for Compton Adv., effective today (Monday).

MR. KABAKER

Mr. Kabaker had been with D-F-S for 18 years and was in charge of the Hollywood office prior to moving to New York. Before joining D-F-S, he was director of publicity for Montgomery Ward & Co.

Tom Carson, time-buying supervisor, Benton & Bowles, New York, has been appointed timebuying supervisor on all accounts other than Procter & Gamble at Compton Adv. [CLOSED CIRCUIT, Nov. 7], it was announced last week.

Colgate Wants to Drop NBC-TV 'Variety Hour'

COLGATE-PALMOLIVE Co. has notified NBC-TV that it would like to drop its sponsorship of the *Colgate Variety Hour* (Sunday, 8-9 p.m. EST) by the first of January, although the present contract does not expire until May.

The network is taking the matter under consideration with a decision expected shortly. It is well known that both the advertiser and the network long have been unhappy with the ratings received by the program compared to the high ratings of the opposing *Ed Sullivan Show* on CBS-TV.

Should NBC-TV release Colgate from the time period, it is understood that several major advertisers would be interested in the time. The network reportedly is considering a comedy program to replace the Colgate show, the talent to be recruited from the NBC-TV comedy development plan permitting new comics across the country to be exposed to the tv audience—plus appearances by name comedians.

FRED NETTERE (r) of the Katz Agency Inc., national sales representative for WLAC-TV Nashville, presents Carol Sleeper, Geyer Advertising Inc., with a pair of WLAC-TV coveralls. These coveralls, duplicates of those worn by the production staff in the station's own studios, are being given to a selected list of timebuyers with national accounts running on the Nashville CBS outlet.

Edgar Kobak Named to Board Of Miles Laboratories Inc.

EDGAR KOBAK has been named to the board of directors of Miles Laboratories Inc. (Alka-Seltzer), it was reported in a stock prospectus filed with the Securities and Exchange Commission last week in which the first public offering of the company's securities was made.

Mr. Kobak, former president of MBS, retired Nov. 1 from the presidency of the American Research Foundation [B•T, Nov. 14]. He is a marketing consultant and the owner of WTWA Thomson, Ga.

In the prospectus Miles said its domestic and export sales during January-September 1955 were about $21 million and neared $24 million with foreign production included. Worldwide Alka-Seltzer sales for all of 1954 were reported pushing $30 million and the sales total for all Miles products was $35.1 million.

Exact figures were not given in the SEC filing, but it is understood the firm's expenditures for advertising and related servicing in 1954 were in excess of $8.7 million.

Present plans are to allow the current stockholders an option to purchase one new share (106,962 shares are being put on the market) for each 10 now held. Three family groups control 73% of the Miles stock. These are, with ownership in parentheses, as follows: Beardsley (34%), Miles (21%), and Compton (18%).

Revlon Products Stock Offered for Public Sale

REVLON PRODUCTS Corp., believed to have the second largest cosmetic volume in the country, is offering 373,900 shares of stock for public sale, it was made known in a prospectus filed with the Securities and Exchange Commission last week. This is the first public offering made by the company.

In part the prospectus said: "In the year 1955 the company began a new domestic weekly tv program, produced by Louis Cowan Inc., entitled the *$64,000 Question*. The company believes that this program has been a substantial stimulus to the sales of its products, but since the company's sales have been rising continuously over the years . . . it is difficult to assess how much of the increased sales since the program began can be attributed to it."

Sales figures are as follows: 1949, $16.9 million; 1953, $28.3 million; 1954, $33.6 million, and $26.4 million for the first eight months of this year. Indications are that sales for all of 1955 will reach $40 million.

Advertising and promotion expenses have been (there was no breakdown by media): 1950, $1.8 million; 1951, $2.6 million; 1952, $3.1 million; 1953, $4.6 million; 1954, $6.1 million, and for the first eight months of 1955, $5.7 million.

Up to now all the company stock has been owned by Charles, Joseph, and Martin Revson and Charles Lachman.

Avon Products Inc., which sells cosmetics on a house to house basis only, is the only cosmetic firm known to be larger than Revlon.

Advertising Not Used As It Should Be—Lethen

SALES will go up and distribution costs will go down "when sales executives take a greater interest in advertising and use it as much as it should be used," Edward F. Lethen Jr., director of network sales development for CBS-TV, told the Minneapolis Sales Executives Club last Thursday.

"The most efficient single sales force is advertising," he said. "The most efficient advertising force is television. Very few companies make anywhere near enough use of this sales force—do anywhere near enough advertising." Of the 100 largest companies, he said, less than one-fifth spend as much as 1% of sales for advertising, and about one-seventh spend less than one-tenth of 1%.

Textile Firm Joins 'Omnibus'

IN ITS first use of television as an advertising medium, J. P. Stevens & Co. (textile manufacturer), New York, will become the third participating sponsor of *Omnibus* (CBS-TV, Sun., 5-6:30 p.m. EST) on Jan. 1, 1956. The agency is Bryan Houston Inc., New York. Other *Omnibus* advertisers are Aluminium Ltd. of Canada and Scott Paper Co.

The advertising message on *Omnibus* for Stevens, which has been in business for 142 years and operates 48 mills, will be institutional in nature, outlining the story of textile manufacturing to dealers and consumers. Stevens is one of the few textile companies to use tv.

Vaughan Heads New Agency

FORMATION of a new advertising agency in Portland, Ore.—Advertising Counselors, Al Vaughan & Assocs.—has been announced by G. Deon Routh, general manager, and W. J. Abrams, president of Advertising Counselors Inc., of Seattle, and Mr. Vaughan, former employe of KQIN Portland and more recently manager of a Portland retail store. Mr. Vaughan is president and general manager of the new firm.

Personnel of the Portland agency also includes Julie Prise, copy chief; Paul Marcotte, tv director and accounts executive, and Sally Schilling, secretary.

Buick to Sponsor Orange Bowl

GENERAL MOTORS Corp., Buick Motor Div., Detroit, will sponsor the annual Orange Bowl game between the U. of Oklahoma and the U. of Maryland from Miami on CBS-TV Jan. 2, 1956, starting at 2 p.m. EST. Agency: Kudner Agency, N. Y.

COLORCASTING

Advance Schedule Of Network Color Shows

(All times EST)

CBS-TV

Nov. 22 (9:30-10 p.m.) *Red Skelton Show*, S. C. Johnson & Son through Needham, Louis & Brorby, and Pet Milk Co. through Gardner Adv. on alternate weeks (also Nov. 29, Dec. 6, 20 and 27).

Nov. 24 (8:30 - 9:30 p.m.) *Climax*, Chrysler Corp. through McCann-Erickson.

Nov. 26 (7-7:30 p.m.) *Gene Autry Show*, William Wrigley Jr. Co. through Ruthrauff & Ryan (also Dec. 3, 10, 17, 24 and 31).

Dec. 8 (8:30-9:30p.m.) *Climax*, Chrysler Corp. through McCann-Erickson.

Dec. 15 (8:30-9:30 p.m.) *Shower of Stars*, "Christmas Carol," Chrysler Corp. through McCann-Erickson.

Dec. 17 (9:30-11 p.m.) *Ford Star Jubilee*, Ford Motor Co. through J. Walter Thompson.

NBC-TV

Nov. 21-23,25 (5:30-6 p.m.) *Howdy Doody*, participating sponsors (also Nov. 28-Dec. 2, 5-9, and 12-16).

Nov. 21-23 (3-4 p.m.) *Matinee*, participating sponsors (also Nov. 25, 28, Dec. 1-2, 5-9, and 12-16).

Nov. 22 (11 a.m.-noon) *Home*, preview of Christmas toys and Christmas party at 11:30-noon, participating sponsors.

Nov. 23 (7-8:55 a.m.) *Today*, insert from Independence National Park, Philadelphia, participating sponsors.

Nov. 24 (5-6 p.m.) *Assignment: India* (film), sustaining.

Nov. 26 (1:15-4 p.m.) *NCAA Football*, Army vs. Navy, participating sponsors.

Nov. 26 (9-10:30 p.m.) *Max Liebman Presents* "Dearest Enemy," Oldsmobile Div., General Motors Corp. through D. P. Brother.

Nov. 29 (8-9 p.m.) *Milton Berle Show*, Sunbeam Corp. through Perrin-Paus Co., and RCA and Whirlpool Corp. through Kenyon & Eckhardt.

Nov. 30 (9-10 p.m.) *Kraft Tv Theatre*, "Once a Genius," Kraft Foods through J. W. Thompson Co.

Dec. 4 (7:30-9 p.m.) *Sunday Spectacular*, "Maurice Chevalier Show," participating sponsors.

Dec. 12 (8-9:30 p.m.) *Producers' Showcase*, "Sleeping Beauty Ballet," Ford Motor Co. through Kenyon & Eckhardt, and RCA through K & E, Grey and Al Paul Lefton.

[Note: This schedule will be corrected to press time of each issue of B•T]

MID-DECADE ESTIMATES OF CIVILIAN POPULATION

Statistics compiled by U. S. Census Bureau as of July 1, 1955, with comparisons based on 1950 decennial census. Figures do not include persons in armed services stationed in each area. Percentages based on unrounded numbers.

Region, division and State	July 1, 1955	April 1, 1950	Increase (+) or decrease (−), April 1, 1950, to July 1, 1955 Amount	Percent
Continental United States	[1]162,284,000	149,634,000	+12,650,000	+8.5
REGIONS:				
Northeast	42,383,000	39,344,000	+3,049,000	+7.8
North Central	48,137,000	44,369,000	+3,768,000	+8.5
South	49,144,000	46,653,000	+2,492,000	+5.3
West	22,610,000	19,269,000	+3,341,000	+17.3
NORTHEAST:				
New England	9,839,000	9,261,000	+577,000	+6.2
Middle Atlantic	32,555,000	30,083,000	+2,472,000	+8.2
NORTH CENTRAL:				
East North Central	33,480,000	30,337,000	+3,144,000	+10.4
West North Central	14,657,000	14,032,000	+625,000	+4.5
SOUTH:				
South Atlantic	22,547,000	20,860,000	+1,687,000	+8.1
East South Central	11,438,000	11,412,000	+26,000	+0.2
West South Central	15,159,000	14,380,000	+779,000	+5.4
WEST:				
Mountain	5,753,000	5,021,000	+732,000	+14.6
Pacific	16,857,000	14,248,000	+2,609,000	+18.3
NEW ENGLAND:				
Maine	890,000	912,000	−22,000	−2.4
New Hampshire	553,000	531,000	+22,000	+4.1
Vermont	377,000	378,000	−1,000	−0.2
Massachusetts	4,972,000	4,665,000	+307,000	+6.6
Rhode Island	814,000	774,000	+40,000	+5.1
Connecticut	2,233,000	2,001,000	+231,000	+11.6
MIDDLE ATLANTIC:				
New York	16,053,000	14,801,000	+1,252,000	+8.5
New Jersey	5,370,000	4,802,000	+568,000	+11.8
Pennsylvania	11,132,000	10,480,000	+652,000	+6.2
EAST NORTH CENTRAL:				
Ohio	8,946,000	7,938,000	+1,008,000	+12.7
Indiana	4,325,000	3,932,000	+393,000	+10.0
Illinois	9,297,000	8,672,000	+625,000	+7.2
Michigan	7,222,000	6,361,000	+861,000	+13.5
Wisconsin	3,691,000	3,433,000	+257,000	+7.5
WEST NORTH CENTRAL:				
Minnesota	3,169,000	2,981,000	+188,000	+6.3
Iowa	2,690,000	2,621,000	+69,000	+2.6
Missouri	4,094,000	3,952,000	+142,000	+3.6
WEST NORTH CENTRAL—(Contd.)				
North Dakota	641,000	620,000	+22,000	+3.5
South Dakota	672,000	650,000	+22,000	+3.4
Nebraska	1,369,000	1,322,000	+47,000	+3.6
Kansas	2,021,000	1,887,000	+134,000	+7.1
SOUTH ATLANTIC:				
Delaware	380,000	318,000	+62,000	+19.5
Maryland	2,593,000	2,301,000	+292,000	+12.7
District of Columbia	831,000	787,000	+44,000	+5.6
Virginia	3,421,000	3,208,000	+214,000	+6.7
West Virginia	2,001,000	2,005,000	−4,000	−0.2
North Carolina	4,190,000	4,014,000	+175,000	+4.4
South Carolina	2,226,000	2,096,000	+131,000	+6.2
Georgia	3,539,000	3,402,000	+137,000	+4.0
Florida	3,364,000	2,729,000	+635,000	+23.3
EAST SOUTH CENTRAL:				
Kentucky	2,948,000	2,913,000	+34,000	+1.2
Tennessee	3,399,000	3,281,000	+118,000	+3.6
Alabama	3,006,000	3,053,000	−47,000	−1.6
Mississippi	2,085,000	2,164,000	−79,000	−3.7
WEST SOUTH CENTRAL:				
Arkansas	1,770,000	1,908,000	−138,000	−7.2
Louisiana	2,902,000	2,670,000	+232,000	+8.7
Oklahoma	2,136,000	2,218,000	−82,000	−3.7
Texas	8,351,000	7,584,000	+766,000	+10.1
MOUNTAIN:				
Montana	628,000	589,000	+39,000	+6.6
Idaho	606,000	588,000	+17,000	+2.9
Wyoming	295,000	282,000	+13,000	+4.7
Colorado	1,508,000	1,307,000	+201,000	+15.4
New Mexico	769,000	668,000	+101,000	+15.1
Arizona	955,000	742,000	+213,000	+28.7
Utah	776,000	687,000	+89,000	+12.9
Nevada	216,000	157,000	+59,000	+37.6
PACIFIC:				
Washington	2,497,000	2,317,000	+180,000	+7.8
Oregon	1,664,000	1,519,000	+146,000	+9.6
California	12,696,000	10,413,000	+2,283,000	+21.9
Alaska	168,000	108,000	+60,000	+55.6
Hawaii	503,000	477,000	+26,000	+5.5
Puerto Rico	2,248,000	2,205,000	+43,000	+1.9
Canal Zone	39,000	43,000	−4,000	−9.0
Virgin Islands	24,000	26,000	−3,000	−10.9

[1] Estimated total population of the United States including Armed Forces overseas for July 1, 1955, is 165,248,000.

'Scrooge' on MBS Dec. 24

ALLIS-CHALMERS Mfg. Co. has signed to sponsor the traditional Lionel Barrymore version of Charles Dickens' *Scrooge* on MBS Dec. 24, according to an announcement prepared for release today by Harry Trenner, Mutual vice president for sales. The program will be aired coast-to-coast on Christmas Eve, 7:30-8 p.m. EST, for the 22nd consecutive year on radio. Agency is Bert S. Gittins Adv. Inc., Milwaukee.

SPOT NEW BUSINESS

Bosco Co. (milk fortifier), N. Y., expands its advertising by buying participations on children's shows on 16 tv stations in 14 new markets, bringing total stations used by firm to 79. Agency: Ruthrauff & Ryan, N. Y.

American Meat Institute, Chicago, through Lennen & Newell, N. Y., launched all-pork promotion campaign (ham, bacon, etc.) in number of U. S. radio markets, effective Nov. 9 for four weeks.

NETWORK NEW BUSINESS

Longines-Wittnauer Watch Co., N. Y., sponsors its seventh Thnaksgiving Day Festival on CBS-TV, Nov. 24 from 5-6 p.m. EST. Victor A. Bennett Co., N. Y., is agency.

Charles Antell Inc., Baltimore, sponsors 8-8:30 p.m. EST segment of ABC-TV *Ozark Jubilee* on alternate Saturdays. Agency is Products Services Inc., N. Y.

Ferry-Morse Seed Co. has signed for 11-week sponsorship of CBS Radio *Garden Gate* (Sat., 9:45-10 a.m.; Sun., 8:30-8:45 a.m. EST), effective Feb. 25, 1956. Ferry-Morse has sponsored farm program during pre-planning season for the last 12 years. MacManus, John & Adams Inc., Bloomfield Hills, Mich., is agency.

Ralston-Purina Co., St. Louis, sponsors alternate Thursday, 2-2:15 p.m. EST portion of CBS-TV *Robert Q. Lewis Show* (Mon.-Fri., 2-2:30 p.m. EST), for Ry-Krisp. **Lanolin Plus Inc.,** will renew its sponsorship of last 15-minute segment of show, effective Dec. 12. Agencies are Guild, Bascom & Bonfigli Inc., S. F., for Ralston, and Duggan-Phelps Adv. Inc., Chicago, for Lanolin Plus.

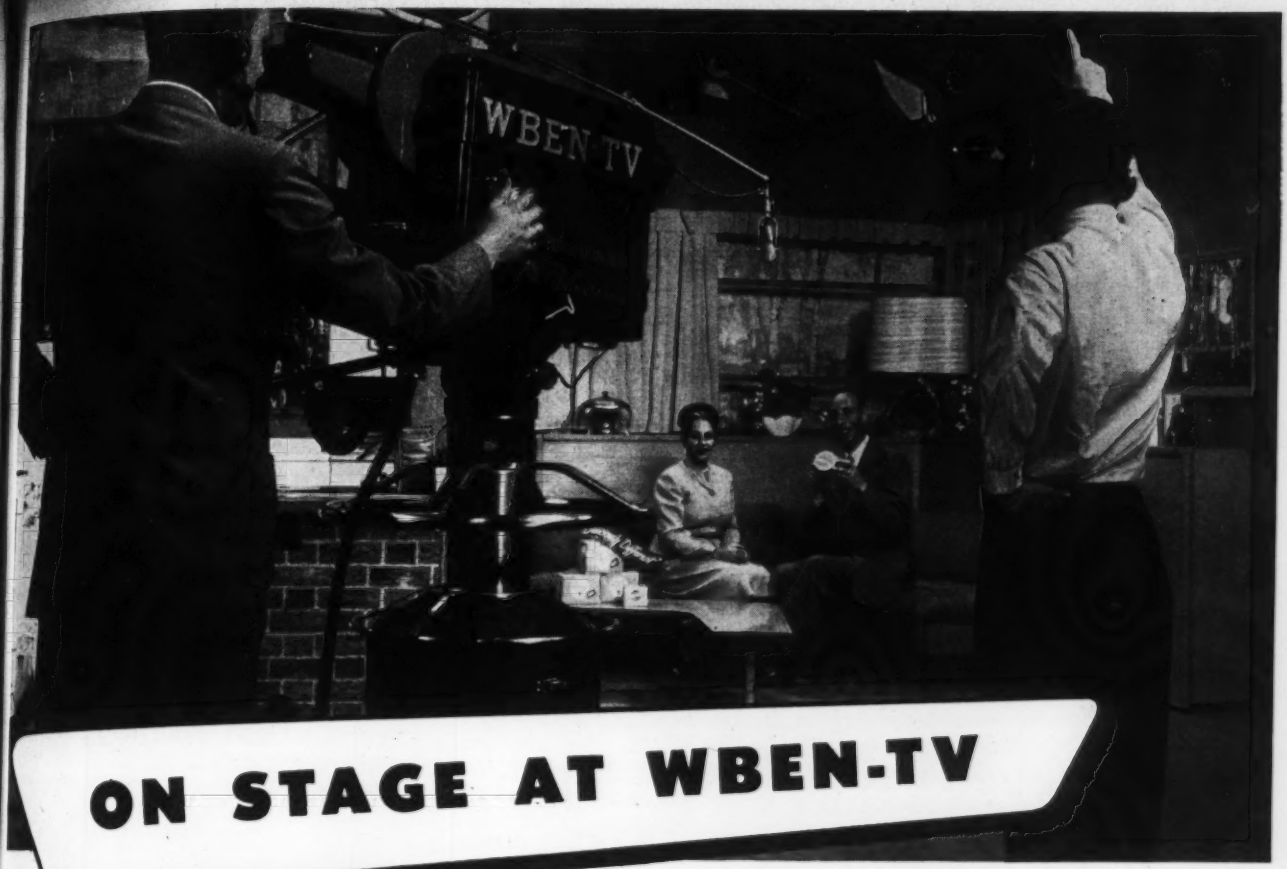
American Home Products Inc. (Whitehall Pharmacal Co.) will sponsor two additional segments of *Douglas Edwards and the News* (CBS-TV, Mon.-Fri., 7:15-7:30 p.m. EST) for Anacin, starting Dec. 28, giving Whitehall Monday-Wednesday-Friday lineup. Agency is Biow-Beirn-Toigo Inc., N. Y.

Aluminum Cooking Utensil Co. (Hallite and Wear-Ever lines), New Kensington, Pa., buys 19 participations on NBC-TV's *Home* (11 a.m.-noon EST) through Dec. 15. Agency, Fuller & Smith & Ross, N. Y.

No Agreement

THE P. LORILLARD CO. (Kent cigarettes) through its agency, Young & Rubicam, New York, and Revlon Products Corp., through Norman, Craig & Kummel Inc., have cancelled earlier plans to co-sponsor *The $64,000 Panel* on Sunday, 10-10:30 p.m. on CBS-TV.

Lorillard, which has a franchise on the time period, currently co-sponsors *Appointment With Adventure* in that segment. The cigarette advertiser reportedly wanted to control, not just lease, the panel show while Revlon was determined to retain control of the program but wanted Lorillard as a co-sponsor in order to get use of the time period, which Lorillard has. *Appointment* will continue in its place, while Revlon and CBS-TV search for a new time period.



ON STAGE AT WBEN-TV

On stage at WBEN-TV . . . and a crew of experts goes to work ! Experts because . . . WBEN-TV's well-knit team of directors, announcers and technicians have been with this pioneer station since its beginning in 1948. These TV veterans have had seven long years experience in the production of television commercials.

WBEN-TV scheduling assures enough rehearsal time for every commercial. Two fully equipped studios permit staging effects that are polished to perfection.

Standards like this cost no more, — that's why more and more time buyers buy WBEN-TV more and more often. Let quality production tell YOUR story in a quality way.

7 of 10

WBEN-TV has seven of the 10 top rated multi-weekly shows in Buffalo. WBEN-TV also has the majority of the top 15 weekly shows, according to TELEPULSE.

in Buffalo-TV dollars count for more on channel 4

CBS NETWORK

WBEN-TV

BUFFALO, N. Y.

WBEN-TV Representatives

HARRINGTON, RIGHTER and PARSONS, Inc., NEW YORK, CHICAGO, SAN FRANCISCO

A&A PEOPLE

MR. MACKE

William E. Macke, director of merchandising, Studebaker - Packard Corp., to Kenyon & Eckhardt, Detroit, as vice president and general manager. Mr. Macke had previously been merchandising director for Hotpoint Co. (electrical appliances), Chicago.

Rowland Laughlin, vice president, George H. Hartman Co., Chicago agency, promoted to executive vice president; **John T. Holloway** to vice president and general manager, and **David R. Coey,** account executive, to vice president.

R. T. Emory appointed account executive, Leo Burnett Co., Chicago.

Phil Archer, assistant media supervisor, Burnett Chicago office, resigned and will announce future plans shortly.

Gordon Gross named executive vice president of Applestein, Levinstein & Golnick Adv. Agency, Baltimore.

Owen H. E. Daley, W. C. Hartman Adv. Agency, Syracuse, N. Y., to Wasser, Kay & Phillips Inc., Pittsburgh, as account executive.

Anthony Marcin, former account executive at Harshe-Rotman, public relations firm, appointed manager of *Chicago Tribune's* Information Div. with responsibility for publicity functions of promotion department (tv surveys, others). **Dudley Onderdonk,** educational advertising, *Chicago Tribune,* has been appointed to head up newspaper's radio-tv directory advertising. He succeeds **Fred Workman,** who transfers to financial advertising division.

E. V. Cole, Electric Auto-Lite Co., Toledo, Ohio, named Canadian advertising manager.

Quintin E. McCredie, production chief, KOA-AM-FM-TV Denver to Ben Bezoff & Co., Denver advertising agency, as production director.

J. H. Gunn, vice president, J. Walter Thompson Co., Chicago, appointed chairman of allied arts section, business division, 1956 Chicago Heart Fund drive. **Paul Douglass,** J. Walter Thompson, N. Y., elected president of 1955-56 advertising & selling course class of Advertising Club of New York. Other officers: **Richard W. Landon Jr.,** Wilson & Stark, vice president, **Dorothy Brodine,** NBC, secretary-treasurer.

Eugene Holman, chairman of board, Standard Oil Co. (New Jersey), elected chairman of Crusade for Freedom, succeeding **Henry Ford II** who served two years in post. He will head national fund raising drive for Radio Free Europe and Free Europe Press.

POWERFUL FREE MERCHANDISING BRINGS GAIN OF 60% IN SALES!

Star-Kist Foods took advantage of KXLY-TV's big cooperative merchandise plan, "Telemarket." Following is an excerpt from a letter by Harold Shipley, local Star-Kist broker:

"We secured very fine cooperation at retail level due to this program, indicating the willingness of the retailer to cooperate. We certainly are wholeheartedly enthusiastic about this help.

"We wish to advise that our overall increased movement throughout the 'Telemarket' period shows a gain of 60% above normal movement.

(signed) H. M. Shipley
Junge-McGregor Co."

Available at a discount when purchased in conjunction with the "XL" Network.

SPOKANE KXLY-TV WASHINGTON

RICHARD E. JONES
vice pres. & gen. mgr.

Rep.- AVERY-KNODEL
Moore & Lund: seattle, portland

LATEST RATINGS

TRENDEX

Top 10 Ratings for Evening Network Television
Week of Nov. 1-7

	Program	Homes %
1.	$64,000 Question (CBS)	43.2
2.	Ed Sullivan Show (CBS)	33.5
3.	I Love Lucy (CBS)	31.3
4.	GE Theatre (CBS)	29.1
5.	Shower of Stars (CBS)	28.6
6.	Disneyland (ABC)	28.5
7.	The Honeymooners (CBS)	28.4
8.	Talent Scouts (CBS)	27.1
9.	Jack Benny (CBS)	26.9
10.	Red Skelton (CBS)	26.7

NIELSEN

Top 10 Tv Programs
Two Weeks Ending Oct. 22, 1955
Number of Tv Homes Reached

Rank	Program	Homes (000)
1	$64,000 Question (CBS)	17,114
2	I Love Lucy (Gen. Foods) (CBS)	16,175
3	Ed Sullivan Show (CBS)	14,296
4	I Love Lucy (P&G) (CBS)	14,277
5	George Gobel Show (Armour) (NBC)	13,444
6	Sunday Spectacular (NBC)	13,191
7	Disneyland (ABC)	13,097
8	Ford Star Jubilee (CBS)	12,443
9	Colgate Variety Hour (NBC)	11,892
10	December Bride (CBS)	11,643

Percent of Tv Homes Reached, Program Station Basis

Rank	Program	Homes %
1	$64,000 Question (CBS)	53.2
2	I Love Lucy (Gen. Foods) (CBS)	49.8
3	Ed Sullivan Show (CBS)	44.9
4	I Love Lucy (P&G) (CBS)	43.9
5	Sunday Spectacular (NBC)	41.3
6	George Gobel Show (Armour) (NBC)	41.1
7	Disneyland (ABC)	40.7
8	Ford Star Jubilee (CBS)	40.4
9	Godfrey's Scouts (Toni) (CBS)	37.7
10	Red Skelton (Pet Milk) (CBS)	36.0

Copyright 1955 by A. C. Nielsen Co.

VIDEODEX

TOP 10 SPOT SHOWS*
Oct. 1-7

	Name of Program	% Homes	(000) Homes	Cities
1	I Led Three Lives (Ziv)	19.4	6,031	123
2	Liberace (Guild)	18.6	3,658	87
3	Dr. Hudson's Secret Journal (MCA-TV)	17.7	2,059	54
4	Rheingold Theatre (ABC Film)	16.7	2,142	28
5	Eddie Cantor (Ziv)	16.3	4,587	111
6	Mayor of the Town (MCA-TV)	16.2	2,033	57
7	Badge 714 (NBC Film)	16.1	4,627	128
8	Man Behind the Badge (MCA-TV)	15.9	2,883	56
9	Annie Oakley (CBS Film)	15.6	4,102	85
10	Mr. District Attorney (Ziv)	15.5	3,543	99

* Appearing in a minimum of 20 markets.
Copyright, Videodex Inc.

THE BIG STICK THAT PACKS A SELLING PUNCH
HEIGHT:
1685 feet above average terrain (tallest structure in Texas)
POWER:
316,000 watts
COVERS:
Dallas-Fort Worth, the nation's 12th ranking Metropolitan Market and its rich surrounding trade area.
TARGET DATE: "MID-DECEMBER"
BONUS SELLING PUNCH:
Programming designed with a "Feel for the Market"
WHICH MEANS:
To sell this rich market your only buy is WFAA-TV, Dallas
Channel 8
WFAA-TV
DALLAS
ABC · NBC
RALPH NIMMONS, Station Manager
EDWARD PETRY & CO., National Representative
Television Service of the Dallas Morning News

THEY'RE TAKING UP ARMS TO FIGHT NCAA GRID BAN

- **Iowa, Ohio officials criticize NCAA tactics**
- **WMT-TV runs on-air protest of football blackout**
- **WJIM-TV sends new evidence to Justice Dept.**
- **CBS-TV stands firm on disregarding NCAA ban**

PUBLIC OFFICIALS set the pace last week for a growing protest movement aimed at the array of football tv blackouts imposed by the National Collegiate Athletic Assn.

Among those reacting strongly to NCAA's tactics were Gov. Leo Hoegh of Iowa; Rep. William Denman, Iowa state legislator, and Rep. James P. McGettrick, Ohio House minority leader.

Their criticism was directed at NCAA and its principal spokesmen, including Asa S. Bushnell, tv director, and Walter Byers, executive secretary.

Developments in the controversy continued to move swiftly during the week as:

• WMT-TV Cedar Rapids, Iowa, after a Nov. 12 two-hour on-the-air protest against NCAA, agreed to carry the Notre Dame-Iowa U. game Saturday at heavy costs as Iowa U. home station. NCAA refused to let other Iowa stations carry the telecast.

• WJIM-TV Lansing, Mich., submitted an exchange of letters with NCAA to the Dept. of Justice, supporting its Oct. 22 protest to the department on a Michigan blackout.

• CBS-TV stood firm on its refusal to black-out the Nov. 12 Illinois-Wisconsin game from KVTV (TV) Sioux City, Iowa, because KRNT-TV Des Moines had defied an NCAA blackout.

• NCAA and Western Conference (Big Ten) officials explored possible legal reprisals against stations defying blackouts.

The Western Conference-CBS schedule of five regional telecasts has expired for 1955. It was understood the Big Ten would take no action on the KRNT-TV dispute because it feels the controversy is out of its hands, though it is a signatory to the contract with the network.

The Western Conference has met with NCAA representatives since the KRNT-TV dispute and is represented in some sources as having withdrawn its support from NCAA's stand. NCAA, through Mr. Byers, declined comment to B•T on the legal grounds for blacking out the Nov. 12 contest.

At South Bend, Ind., Ed (Moose) Krause, athletic director of U. of Notre Dame, expressed support of Gov. Hoegh's stand, stating "of course, we think the game (Iowa-Notre Dame) should be televised everywhere. If it were hurting some other school, or the NCAA felt it would, it might be different."

Rep. James P. McGettrick, house minority leader in the Ohio Legislature, said many of his constituents were "genuinely outraged" because no telecast had been opened up, subject to last-minute change, on the Ohio State-Michigan game this past Saturday, despite widespread sentiment for tv coverage.

Last Monday William Quarton had wired NCAA for permission to telecast Iowa U.-Notre Dame game over WMT-TV plus KRNT-TV, KGLO-TV Mason City and KVTV Sioux City. He explained that because of heavy line costs and pick-up charges it would not be practical to carry the game merely on the "home station" and asserted "all of Iowa is interested in its university football team."

Mr. Byers replied that the request had been transmitted to Douglas R. Mills, U. of Illinois, district member of the NCAA Tv Committee, for approval. When permission was received to carry the game only on WMT-TV, Mr. Quarton filed another request Wednesday with Mr. Bushnell, explaining the Saturday afternoon UCLA-USC game, originating on the West Coast, would not start until 3:30 p.m. This, too, was denied but WMT-TV decided to bear the expense of a single-station feed.

Mr. Quarton decided Nov. 12 the Wisconsin-Illinois ban simply made no sense so he staged the two-hour WMT-TV protest that day. For two hours a card was shown on the WMT-TV screen with this message, "Wisconsin-Illinois game blacked out by NCAA."

The protest card was supplemented each 15 minutes with a taped message by Mr. Quarton. It follows:

"The NCAA ruling to black out all Iowa stations is typical of their arbitrary attitude toward broadcasters and you, the public.

"The NCAA announced yesterday (Nov. 12) that the CBS telecast of the Wisconsin-Illinois game would be blacked out today in the state

The Man Who Came to Breakfast Returns for "Afternoon Tea!"

ED MEATH

whose tremendous popularity on WHEC's early-morning "Musical Clock" has made him Rochester's foremost radio personality and favorite "breakfast guest," is now fast becoming a smash success, afternoons, on

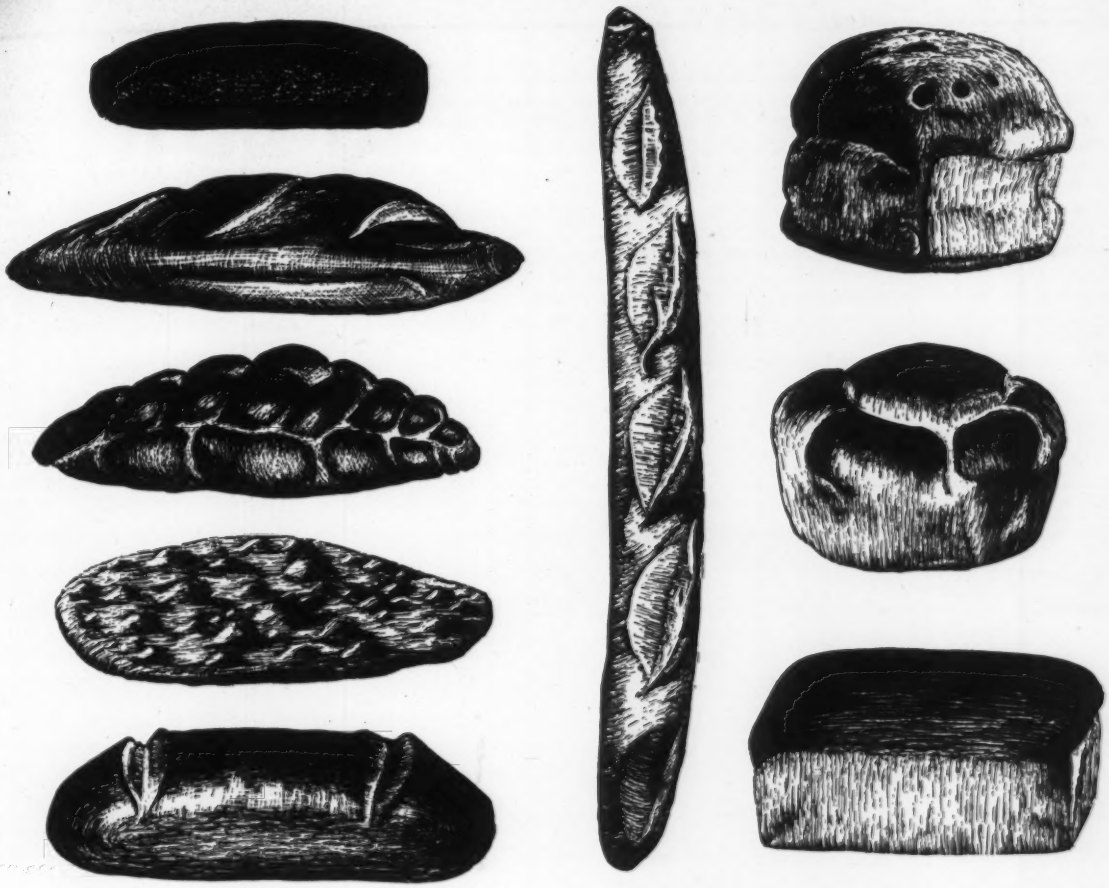
"OPEN HOUSE"
4:40-6:00 P.M.

Thanks to a recent re-alignment of our afternoon program schedule, we've really got a many-splendoured thing for listeners *and buyers* from 3:00 to 6:00 P.M.:—Art Linkletter and "House Party"; Bob Tennant and "Tune Test"; the "Eddie Cantor Show"; and Ed Meath and "Open House"!—Yes, the sun shines bright on WHEC in the afternoon, and if you'd like to bask in its golden (and we do mean *golden!*) glow, contact us for rates and availabilities! Do it NOW!

BUY WHERE THEY'RE LISTENING... ROCHESTER'S TOP-RATED STATION

CBS WHEC of Rochester
NEW YORK
5,000 WATTS

Representatives EVERETT-McKINNEY, Inc. New York, Chicago; LEE F. O'CONNELL CO. Los Angeles, San Francisco



each one is different

The staff of life — despite its many origins and types — is a common need around the world. Quality television stations — just as diverse in their personalities and origins — share a common need for individualized representation.

Some of the most outstanding find their answer with Harrington, Righter and Parsons. If your standards are similar to theirs, this is the kind of quality representation worth investigating.

Harrington, Righter and Parsons, Inc.

New York
Chicago
San Francisco

television—the *only* medium we serve

WROW-TV	*Albany*
WAAM	*Baltimore*
WBEN-TV	*Buffalo*
WJRT	*Flint*
WFMY-TV	*Greensboro*
WTPA	*Harrisburg*
WDAF-TV	*Kansas City*
WHAS-TV	*Louisville*
WTMJ-TV	*Milwaukee*
WMTW	*Mt. Washington*
WSYR-TV	*Syracuse*

of Iowa due to breaking of the NCAA rules by KRNT-TV Des Moines last weekend. According to the NCAA rules, KRNT-TV Des Moines could not carry last week's game because Iowa State College was playing a home game. KRNT-TV carried the game anyway. WMT-TV was ordered and carried it.

"The NCAA statement said, 'If this deprives other CBS affiliated television stations in Iowa from airing this game (that is today's Wisconsin-Illinois game) the NCAA Television Committee greatly regrets this inconvenience but wishes to submit that the fault does not rest squarely with the NCAA.' The management of WMT-TV feels that the fault does rest squarely with the NCAA as far as we are concerned for certainly this area located as it is, 25 miles from the university, should be considered in Big Ten Territory instead of the Big Seven Territory as the NCAA has it. The six other Big Ten states can all carry these games but here we sit practically next door to the university and are blacked out. This just doesn't make sense.

"It is perfectly obvious from the box office where your interest in football lies—with the Big Ten, but NCAA has a monopoly in football and apparently, doesn't care what the public, generally, desires to see.

"Apparently, Big Ten, the Pacific Coast Conference, Notre Dame and other large schools are in a hassle with the NCAA over their present policies. Obviously, the broadcasters and you, the public, are in the middle. The broadcasters don't like to be in the middle and, I am sure, you don't either."

Gov. Hoegh entered the scene Wednesday by asking NCAA officials to make the Notre Dame-Iowa U. game available to all tv stations in the state. "Every Iowa citizen joins me in requesting NCAA to reconsider its decision," he said, terming the whole situation "ridiculous" and noting that no games were being played in the state.

William Denman, Iowa state legislator, described the action as an "arbitrary blackout made by a few people at the top echelon." He added, "If they want legislation, we'll give it to them."

CBS-TV authorities reported late Thursday they had heard nothing further from NCAA after notifying it, late the preceding week, that "we cannot accede to your request to 'black out' Iowa [on the Nov. 12 game between Illinois and Wisconsin] in violation of our contracts with the sponsor of the broadcast and our affiliated stations [KVTV (TV)]."

This notification was contained in a letter sent by Charles Woodard, CBS-TV senior attorney, to NCAA television director Asa Bushnell on Nov. 11 reiterating that "we regret the unauthorized action of KRNT-TV in carrying the Minnesota-Iowa game on Nov. 5th," but that:

"Our contract with the Big Ten grants us the right to carry the Illinois-Wisconsin game in Sioux City, we are contractually obligated to the sponsor of this game [Amana] to carry it in Sioux City, and we are contractually obligated to our affiliated station in that city to furnish the program to it. Accordingly, we do not plan to withhold the broadcast. . . ."

CBS-TV's Stand

CBS-TV's position on the KRNT-TV incident was presented to NCAA by Judson Bailey, executive producer of sports, who said he "checked with the various persons involved and obtained the following information:

"1. Our order for KRNT-TV facilities for the broadcast of Big Ten games stated specifically that the station was not authorized to carry games not ordered, and the Iowa-Minnesota game was not ordered.

"2. Mr. Robert Dillon, vice president and general manager of KRNT-TV, requested permission to broadcast the games. We informed him that we could not grant such permission.

"3. When we asked him why the station had carried the game without our permission, Mr. Dillon informed us that KRNT-TV was subjected to a great deal of public pressure to carry the game because of the fact that the U. of Iowa is a state supported university with a strong group of supporters in Des Moines, that the station finally decided to carry the game as a public service, and that KRNT-TV derived no income from the broadcast.

"4. We, of course, received no income from the broadcast of the game on KRNT-TV.

"Station KRNT-TV is owned and operated by KRNT-TV Inc., a corporation in which CBS has no ownership interest and over which CBS has no control. However, we have advised KRNT-TV of our strong disapproval of their action which was a violation of our contract with that station. We have assurance from KRNT-TV that it will not broadcast any other CBS television network program without specific authorization."

Harold F. Gross, president of WJIM-TV Lansing, Mich., last week filed further material with the Dept. of Justice in connection with its Oct. 22 complaint that NCAA had refused to allow telecasting of the Michigan State-U. of Illinois game [B•T, Oct. 24].

Copies of an exchange of correspondence with Mr. Bushnell, Eastern College Athletic Conference, were filed with the department. The exchange included a letter to Mr. Gross from

WOC-TV *Sells* . . . because it offers the advertiser:

39 Iowa-Illinois counties with a population of 1,558,000.*

39 Iowa-Illinois counties with 481,700* families, 62% of which have TV sets (as of January 1, 1955).

39 Iowa-Illinois counties with an annual Effective Buying Income of $2,455,303,000.*

39 Iowa-Illinois counties that spend $1,800,717,000* a year in retail outlets.

WOC-TV *Sells* . . . because it offers the advertiser:

Maximum power—100,000 watts video—transmitted over a 602-foot-high antenna system on Channel 6.

Basic NBC programming plus market-WISE local programming.

A responsive audience that sent this station 157,422 pieces of program mail in 1954—82 per cent of which was in response to local, studio-produced programs.

WOC-TV *Sells* . . .

because its 6 years of telecasting experience make it *the channel that is watched* throughout the Quint-Cities area. To find out more about what WOC-TV offers the advertiser, write us direct or contact your nearest F & P office.

* 1955 Sales Management "Survey of Buying Power"

CENTRAL BROADCASTING CO., Davenport, Iowa

Col. B. J. Palmer, president • Ernest C. Sanders, resident manager

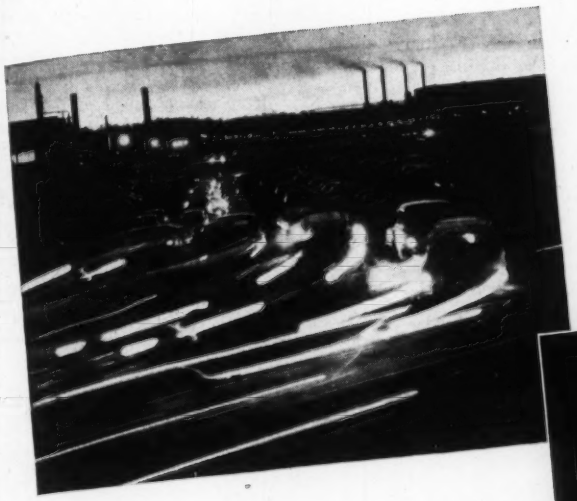
BETTENDORF AND DAVENPORT IN IOWA
ROCK ISLAND, MOLINE AND EAST MOLINE IN ILLINOIS

The
QUINT CITIES

CHANNEL 6
WOC-TV

portrait of a market

. . . where these factors combine for your sales' success



. . . a proven high-income industrial area . . .

. . . a proven year-round vacationland . . .

. . . where, with outstanding local and network productions, one station brings dreams to life for 446,200 television families.

Serving Albany, Troy, Schenectady, N. Y. and 30 counties of New York and New England

WRGB

A General Electric Television Station ★ Represented Nationally by NBC SPOT SALES

Mr. Bushnell in which events leading up to denial of the telecast were recited, along with an explanation of NCAA policies.

In his reply Mr. Gross termed the "suppression of tv coverage both very substantial and unreasonable," referring to the Sherman Act. As to NCAA's claim that three college games were being played at the time of the proposed telecast within 90 miles of Lansing, he said the three stadiums involved seated a total of only 19,000 and he believed one, perhaps all, of the colleges would have consented to the telecast. He added the station "has no substantial audience in these towns."

Mr. Gross added, "Television is a great national industry impelled by a dominant public interest. College football has become big business . . . as such it cannot be pampered as a sacred cow because colleges are somewhere in the background. When this combination abandons the field of education and sets out to regulate the football business and to basically restrain another and vital industry, it can hardly claim immunity from the laws that bind all alike."

RESOLUTION FAVORING REGIONAL MEETS PASSED BY NARTB CONFERENCE IN DALLAS

Action proves to be 'a fact,' with combined registration of 250 at three-day session of association members from states of Kansas, Oklahoma and Texas.

RESOLUTION favoring the regional conference type of meeting over the district meetings of the past was adopted unanimously by members of Districts 12 (Kansas and Oklahoma) and 13 (Texas) at the business session of the NARTB Region 6 meeting, held Tuesday-Thursday in the Baker Hotel in Dallas, with Alex Keese, general manager, WFAA Dallas, Radio Board member from District 13, as host director.

Proving that their resolution was a fact and not mere politeness, the Districts 12 and 13 broadcasters amassed a registration of 250 at the three-day session, well ahead of the combined registration of their individual meetings last year. This was also true of the complete circuit of this fall's eight regional meetings which had a combined net registration (omitting the NARTB staff and the associate members who made most if not all the meetings) of 1,268, a gain of 272 or 27.3% over the 996 who attended the 17 district meetings last year.

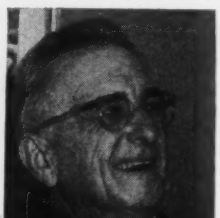
Mr. Keese presided at the Tuesday (Radio Day) and Wednesday (Association Day) sessions, with W. D. (Dub) Rogers Jr., president, KDUB-TV Lubbock, Tex., member at large of the NARTB Television Board, as chairman for Thursday (Television Day).

Another resolution adopted by the Region 6 meeting put Districts 12 and 13 on record as opposing a change in the association's name

WHO PUT THE MUD ON RADIO'S SHOES?

FACE up to the realities and responsibilities of these times, John M. Outler, general manager of WSB-AM-TV Atlanta, told NARTB radio delegates last week in Dallas (story, page 46). Here's a condensed version of his address:

NO RADIO station in these United States is an entity unto itself. What we do in Georgia affects you here in the Southwest. The egocentric antics of a crackpot disc jockey in New Jersey have a chain reaction that reaches Split Lip, Nev. The small matter of a rate cut in Muleshoe, Tex., has a widening impact, and perhaps provides a great network with the idea and incentive to do the same thing—even though the networks call it a rate adjustment.



MR. OUTLER

Then another network feels compelled to meet the competition, and then another, and another. And those stations who had succumbed to the delicious anesthesia of network programming and network revenue get stripped and undressed just as definitely as the sparrow who accidentally flew into the badminton game. Some of the jackals will chortle with glee over the carnage, get a new supply of phonograph records—play "Rock and Roll" from sunrise to sunset, make a few fast dollars on a fire sale philosophy and then wonder what the hell happened to radio.

Too many of us have forgotten the ominous threat of the FCC "Blue Book." Some of us never heard of it. Back in the lush days of the late forties government regulation of radio programs and commercial aspects was almost a shibboleth in government circles, and a representative group of tough-minded broadcasters labored tirelessly in revising an instrument of self-regulation as a reasonable palliative. But those station people who held that a business conscience was a personal matter made a shambles out of it at the Atlantic City Convention. It was two years later before a watered-down code was adopted. Right now there are those in our present station population who haven't cracked its sacred covers in the last five years.

Since the advent of television competition, there has been a change in the scenery, a shift in the wind, a new set of coordinates, a different climate. Some of us have come face to face with the abhorrent thought that we have got to share the air waves with television, that old sources of revenue have dried up, that playing footsy with a network doesn't get you anything but exercise, and that hit-or-miss programming is just as fatal as hit-or-miss management. Some of us are reluctant to admit the hard facts of change—and resentful when we do.

Radio broadcasting has many staunch and understanding friends in the halls of Congress. But these same friends are properly concerned with the welfare of the whole, and if governmental regulation of rates and program content and other elements ever come about, it will be because of our failure to live up to the obligations inherent in our franchise.

Now, all of this may sound like a barefooted aristocrat pleading for a return of the good old days, but it is not. It is a plea for radio, for good radio, for a stabilization of rates, practices, policies and principles. These are elements of good, sound business which will keep radio from being sold on the auction block to the lowest bidder and which will enable us to hold our heads high in the media field. It is a plea for programs and program practices which will justify the patient faith that radio audiences have evidenced in us through the years. It is a plea for strict adherence to the Principles of Good Practices set up for you by your trade association, subscribed *to* by *you* as members—a voluntary instrument without any police authority save your conscience.

It is *always* to be remembered that while radio is not classified as a public utility, our residence is on the same boulevard. And it is within this century that the railroads and the security boys blandly assumed that they could not be regulated or restricted by any batch of Washington lawmakers.

All of us are handicapped and penalized and in for it when some rugged individualist —with two left feet and no inhibitions— shows up in possession of a radio license, a pile of phonograph records, a news machine, larceny in his heart and a desire to get into the upper income brackets in a hurry.

From all sides we hear the clarion cry, "Radio is coming back—now is the day of radio's renaissance." I can't see where there is any renaissance in audience. It's been there all the time. If tune-in has dropped off, the reason must be other than the physical aspect of potential audience.

The cold, hard fact is that we in radio are faced with a new way of life—a new responsibility to ourselves. Those of us who through the years were wont to turn over our program responsibility to a network are finding difficulty getting the old muscles limbered up again. Atrophy has set in from nonusage. Those of us who once enjoyed the fiscal advantage of a network affiliation are somewhat frustrated and sometimes frantic over the diminution of network revenue. Those of us who once had a fair acceptance of our wares by the boys on Madison Ave. are now rather irked and peeved at this new crop of timebuyers who use a slide rule and a rating service to determine our worth —and who take full and unfair advantage of our stupidity and avidity in ever allowing radio to be bought or sold on a "cost per thousand" basis.

We are the ones who have made this bed we are lying in. Those of us who are privileged to heave a nostalgic sigh and yearn for the return of the good old days had best settle for the coordinates of today and either fish or cut bait. And those of us who have found passing prosperity in devious or obscure practices had best take inventory against the days ahead.

The Boston Sunday Post PROCLAIMS WMUR-TV

Boston's 3rd Station

OCTOBER 30 1955

Good local reception of exclusive and "live" programs from Manchester, N. H., promised Dec. 1

By WILLIAM HOWARD

WITHIN THE PAST two months local viewers have discovered that with the installation of an outside antenna or a slight adjustment on their present aerial, Boston actually has a third television station. The call letters are WMUR-TV in Manchester, N. H., operating on Channel 9.

This over-the-border station, currently carrying exclusive and "live" American Broadcasting Company (ABC) network programs, might well even penetrate apartment house receivers that are equipped with only "rabbit ears" for an antenna when the station is authorized to assume full power about the first of December.

The scheduled boost in power should increase the coverage of Channel 9 throughout New England, and should be noticeably felt in the heavily populated Boston and Worcester areas in Massachusetts and neighboring cities in New Hampshire, Maine and Vermont.

Currently, in many sections of Boston, viewers are regularly dialing Channel 9 with existing antennae, and reports, particularly from the south shore, have convinced executive Vice President and General Manager Norman A. Gittleson, that with the power increase WMUR-TV will figure prominently in the Boston viewing pattern.

Actually Channel 9 is serving a large territory with more than 14 hours a week of "live" local telecasting from its own Manchester studios and is bringing into this territory exclusive ABC network shows and other ABC shows relayed the night of their origin.

It is well known that the ABC network is making a firm bid to challenge the supremacy of both the NBC and CBS chains on certain nights of the week. Thus far ABC and WMUR-TV have been doing a good job and can point with pride to their Wednesday night Pabst Blue Ribbon fights, and their Sunday afternoon New York Giants professional football schedule, as examples of how they cater to the sport-minded viewers.

The first assault made by this Channel 9-ABC combine was on the Sunday night Toast of the Town and Variety Hour shows, by scheduling the "Famous Film Festival," from 7:30 to 9 p. m., presenting a series of top British feature films never shown on TV. The first few have been good entertainment and have managed to hold the interest of many viewers through the popular 8 p m period.

OTHER exclusive ABC network shows distributed by Channel 9 in this territory every week are the Dotty Mack Show on Monday at 9 p. m., Warner Bros. Presents "live," Tuesday, at 7:30 p. m. (seen 26 days later on Channel 7 Sundays at 3 p. m.); The MGM Parade with George Murphy as emcee, featuring scenes from motion pictures and intimate interviews with filmland folk every Wednesday at 8:30 p. m., immediately following the hour-long "live" telecast of "Disneyland" seen three days later on Channel 7, Saturday at 6 p. m.

Also on a live basis and this week originating from New York city instead of Chicago, Channel 9 presents "Super Circus" at 5 p. m., Sunday, starring Mary Hartline, Claude Kirschner, the clowns and circus acts. Another of the most talked-about weekly presentations is the hour-long Saturday night Lawrence Welk Show at 9 p. m., featuring the "Champagne Music" of this accordian-playing band leader, Alice Lon, his "Champagne Lady," and Larry Hooper, a singer. This latter feature is getting justified raves and increasingly good ratings against rather stiff Saturday night opposition.

In addition to this lineup Channel 9 also relays such additional exclusive or "live" telecasts as "Ted Mack's Amateur Hour," at 9:30 p. m.; "Life Begins at 80," at 10 p. m., on Sunday; "Voice of Firestone," at 8:30 p. m., and "Medical Horizons," at 9:30 p. m., on Monday; "Dupont Cavalcade Theatre," at 9:30 p. m., Tuesday, "Masquerade Party," 9 p. m., and "Break the Bank" at 9:30 p. m., Wednesday; "Stop the Music," at 8:30 p. m., and "Star Tonight" at 9 p. m., on Thursday; "Cross Roads," at 8:30 p. m., and "The Vise," at 9:30 p. m., and "Ozark Jubilee," at 7:30 p. m., on Saturday.

Coupled with this formidable array of "live" and exclusive network offerings WMUR-TV has done a remarkable job of promoting and developing local programming. The station has a competent news staff headed by Tom Power that, with the exclusive nightly newscasts of John Daly from the network, keeps viewers abreast of both local and national developments. Among Channel 9's local favorites are the ex-Bostonians, "Hum and Strum," Max Zides and Tom Currier, Buzz Whittica, Gerry Kearney, Donn Tibbetts, Penny Benoit and Fran Evans.

Channel 9 is a "live" television station in every sence of the word and with the forthcoming jump in power will provide another bright picture for thousands of additional viewers, whose entertainment has been confined to a couple of channels.

Maximum Power in Dec. with a Grade "A" Signal in the Nation's 5th Largest TV Market

REPRESENTED NATIONALLY BY
WEED TELEVISION CORP.

ABC Affiliate

NORMAN A. GITTLESON
EXECUTIVE VICE PRESIDENT
AND GENERAL MANAGER

GORDON E. MOORE
SALES MANAGER

WMUR-TV 9
Channel
MANCHESTER, N. H.

CAPITAL TYPES #15

THE TYCOON

Self-made man; pugnacious about saying "I ain't" and "he don't." Can give you his opinion of anything in two words. Great authority in the kitchen; carefully guards secret of why his hollandaise never curdles. Saves string. Favorite song: "Rockin' the Cha-Cha." Yodeled his way to first prize in local Amateur Night in 1932.

And Washington advertisers are yodeling gleefully about the results they're getting with WTOP Radio. Small wonder. WTOP gives them (1) the largest average share of audience (2) the most quarter-hour wins (3) Washington's most popular personalities and (4) ten times the power of any other radio station in the Washington area.

WTOP RADIO

Represented by CBS Radio Spot Sales

from National Assn. of Radio & Television Broadcasters to its former title of National Assn. of Broadcasters, a move urged in resolutions adopted by several other regional conferences. Region 6 also endorsed NARTB's activities in promoting and expanding the use of remote control operation of transmitters of all stations, regardless of power and directional limitations. Meeting urged all broadcasters to support the Crusade for Freedom, financial organization for Radio Free Europe; requested Congress to enact legislation requiring all times in the country to be kept "in the same relation which they have to our standard time zones," and adopted the usual resolutions thanking the speakers, NARTB staff and the hotel for their part in the success of the meeting. Best wishes for the continued good health of NARTB President Hall Fellows were extended by the meeting.

Five advertising agency executives discussed "What Radio-Tv Timebuyers Want to Know About Stations" in a Wednesday morning panel session moderated by James M. Gaines, vice president and general manager, WOAI San Antonio. Each agency man took a different phase of the overall topic.

Howard B. Fisher, manager, radio-television department, Rogers & Smith, Dallas, discussing ratings, said that the ratings services try to be as accurate as possible within the limitations of their methods and the facts they possess. The trouble comes from the salesman who neglects to mention that the "latest" survey which he is quoting is so old as to have no present significance, that the No. 1 show in the market which his station has is actually a network program for which he can claim no credit and that the "top rating during the morning" has little meaning unless analyzed by individual time periods. Equally guilty, Mr. Fisher said, are timebuyers who buy whatever is offered if they have the money to spend, who are so wishy-washy that the salesman has to tell them what to buy, or who exclusively buy ratings with no consideration of other factors.

Speaking on merchandising, H. Maier, marketing director, Cook Adv. Agency, Dallas, said that newspapers, spot radio's greatest competitor, provide regular market surveys of purchase and other useful data, have influence with dealers and distributors and offer other merchandising services which stations will have to match to get business. He emphasized the need for telling an advertiser when a merchandising job has been done, citing a recent campaign in which 30% of the stations did provide merchandising help but forgot to report it to the agency, who could not therefore give them credit for doing any.

Morris Hite, president and general manager, Tracey-Locke Co., Dallas, talking about coverage, said for tv he liked engineering maps if they show dead spots within the overall contour and that mail maps are useful for both radio and tv.

But, he said, coverage of people is what counts, not of areas, and to find out who listens or watches is such a confusing problem that his agency frequently makes its own surveys. He cited an offer made on all tv stations in New Orleans and Dallas both day and night, to test the relative cost-per-thousand of the two times, knowledge he called essential to a regional agency which is having more and more difficulty in clearing tv time in the evening. Mr. Hite offered to match dollars with any station for such surveys, particularly when the question is which medium will deliver more sales per dollar.

With rates as his subject, Morelle K. Ratcliffe, owner, Ratcliffe Adv. Agency, Dallas, made a plea to stations to combine programs and announcements in calculating frequency and volume discounts. He urged against local and national rates on the basis that advertising time, like other commodities, should be priced the same for all buyers. And he asked that salesmen be informed as to whether talent and production costs as well as time charges are commissionable, so the agency can figure its charges to its clients accordingly. Mr. Ratcliffe also suggested that stations adopt standard discount schedules.

Ted Nelson, account executive, Jack T. Holmes & Assoc., Fort Worth, said that he saw little difference between promotion, his

AMONG THE DELEGATES to the Region 6 meeting (l to r): front row, W. D. (Dub) Rogers, KDUB-TV Lubbock, Tex.; Alex Keese, WFAA Dallas, Tex.; P. A. Sugg, WKY-TV Oklahoma City; W. E. Walbridge, KTRK Houston, Tex.; Fred L. Vance, KWTV (TV) Oklahoma City; James Gaines, WOAI-AM-TV San Antonio, Tex.; back row, Howard O. Peterson, KTVH-TV Hutchinson, Kan.; Ben Ludy, WIBW-AM-TV Topeka, Kan.; Clyde W. Rembert, KRLD Dallas, and Ralph W. Nimmons, WFAA-TV.

TEXACO STRUCK OIL IN INDIANAPOLIS

on WXLW

the "SELL STATION"

EXAMPLE...

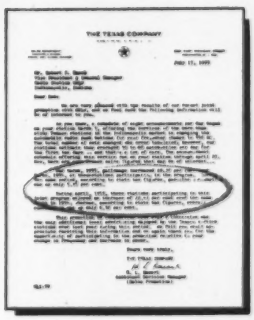
WXLW changed its broadcast frequency on March 12, 1955, to 950 on the dial. To help Indianapolis area motorists convert their automobile radios to the new frequency, WXLW and 63 Texaco service stations in metropolitan Indianapolis promoted free push-button conversions. Eight one-minute spots a day announcing the WXLW-Texaco radio frequency conversion began March 5, 1955, and ran through April 22, 1955.

The 63 Texaco service stations averaged 50 to 60 radio conversions for each of the first ten days of the promotion! The IMPACT on Texaco's sales figures during that period? Here's what the "SELL STATION" did for Texaco!

"Our March, 1955, gallonage increased 10.07 per cent over March, 1954, at those stations participating in the program. During the same period, according to state tax figures, gasoline consumption was up only 5.95 per cent.

"During April, 1955, those stations participating in this joint program enjoyed an increase of 22.43 per cent over the same month in 1954; whereas, according to state tax figures, overall consumption was up only 6.92 per cent."

So says Mr. H. L. Knearl, Assistant Division Sales Promotion Manager of the Texas Company, Indianapolis, in his letter to WXLW of July 15, 1955.


THE TEXAS COMPANY

CAN WXLW SELL?

ASK TEXACO!

Represented nationally by the John E. Pearson Company

assigned topic, and merchandising, each being an extra service rendered by a station to help its advertisers achieve their sales goals. He said he'd like stations to consider themselves as partners with the agency in obtaining more sales per dollar for its clients and asked that stations let the agency know what they can and will do specifically so that the agency can make is plans accordingly.

Herb Plambeck, radio farm director, WHO Des Moines, said some farm program sponsors have been with the same station for a quarter century. "One of your own Texas firms, the Texaco people, have been on the same farm station, KFBB Great Falls, Mont., for 25 years," he said. "The Keystone Wire & Fence people have been with WLW Cincinnati for 25 years. At WHO I had the honor of being the first man to be sponsored by the Pioneer Hybrid Corn Co. nearly 20 years ago. Today Pioneer spends $35,000 a year with us, and is also sponsoring broadcasts on many other farm stations. The DeKalb Agricultural Assn. has also continuously sponsored one of our farm programs for 18 years and we have close to a dozen other sponsors who have been with us 10 years or longer."

In his 20 years at WHO, he has seen the farm department grow from one man and one program a day to a five-man staff doing 30 farm radio and five half-hour tv farm programs a week, Mr. Plambeck said, all paid for with the revenue from the 30 radio programs, which are all sponsored.

Improving programming is the best type of audience promotion, it was agreed by the three broadcasters who comprised a panel on audience promotion which opened the Tuesday (Radio Day) afternoon session. Charles W. Balthrope, KITE San Antonio, urged stations to improve the sound of their output because "if you sound better you'll get more listeners and if you get more listeners you'll get more results and if you get more results you'll get more renewals and that's what we're all after."

The first step in good audience promotion is knowing who your listeners are, said David H. Morris, KNUZ Houston. A survey of the city's industrial workers by the station showed 100,000 are traveling to work at a very early morning hour, he said.

Most stations are overlooking a sizable segment of potential listeners in their promotion —the motoring public with its weekday commuters to and from their work and its weekday shoppers to and from market as well as the weekend drivers, said Robert E. Schmidt, KAYS Hays, Kans.

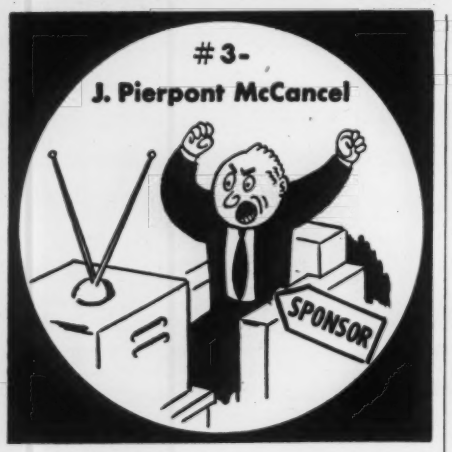
"Two points represent the real challenge of the television code to each individual station," Ralph W. Nimmons, WFAA-TV Dallas, said at the Thursday (Tv-Day) morning session on the code. "One: Are we keeping faith with the other subscribers to the code?," he asked. "That is, are we setting and maintaining standards that will protect the reputation of the industry as a whole? Second: Are we carrying out any necessary policing without becoming censors—mere rule-makers who arbitrarily decide what is right and what is wrong. Certainly we must be strict enough to protect the public —but we must not be so unreasonable that we break the economic backbone of our industry.

"Expose the public to a certain brand of toothpaste, or canned beans, or gasoline, and sales go up. And right here is the fact on which our obligation to the public hinges. Expose your audience to excessive violence, corruption, or immorality and this same powerful and unexplained influence will lead viewers into those paths, too. That's why we have accepted the responsibility of expensive and arduous control over all program content, whether live or film."

"Give the people news, as only television can, and give it while it is still news," John Fields, news director, WKY-TV Oklahoma City, told the Thursday morning session. Relating how his station's news staff has grown from four men doing ten tv newscasts a week in 1951 to 11 men and one woman, doing 28 newscasts a week today, he said that WKY-TV's newscasts are now among the top-rated shows in their market and, although the total cost of the news operation is some $85,000 a year, it's a profitable investment as all of the newscasts are sponsored.

Mr. Rogers, chairman of the tv sessions, opened the morning meeting with a warning that coexistence of free and toll tv is not possible and that every broadcaster must be ready to fight any attempt to encroach on the frequencies allocated to free broadcasting, similar to his talk at the Des Moines regional meeting [B•T, Nov. 14]. Oliver Treyz, president, TvB, reviewed for the meeting some of the presentations TvB is now making to advertisers and industries not now using television to convince them that good business judgment requires them to include this medium in their future advertising campaigns. He reported that Clorox,

AND MORE DELEGATES (l to r): Joseph Baudino, Westinghouse Broadcasting Co., Washington; Dick Smith and Don Davis KMBC-AM-TV, KARM Kansas City, Mo.; Vann Kennedy, KSIX Corpus Christi, Tex.; James M. Moroney Jr., WFAA-AM-TV Dallas, Tex.; W. E. Hussman, KCMC-TV Texarkana, Ark.; Walter M. Windsor, KCMC-TV Texarkana; Marshall H. Pengra, KLTV (TV) Tyler, Tex.; John Devine, KVOO-TV Tulsa, Okla., and Ray Herndon Jr., KMID-TV Midland, Tex.



Sponsor is mad . . .

Copy delivery bad

•

BUT - not with

TELEPROMPTER SERVICE

That's why —

ADVERTISERS PREFER

TelePrompTer stations like

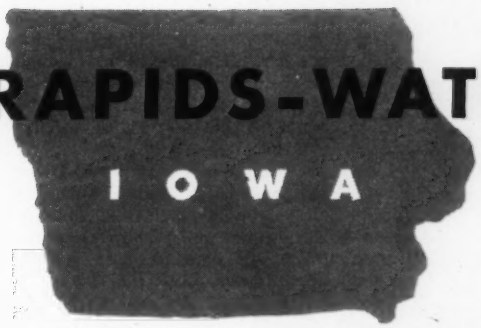
KABC-TV
Channel 7
Los Angeles

KPRC-TV
Channel 2
Houston

TELEPROMPTER CORPORATION
300 W. 43 St., New York • JU 2-3800
LOS ANGELES CHICAGO WASHINGTON TORONTO

KCRG-TV 9 CHANNEL ABC-TV

CEDAR RAPIDS-WATERLOO



Announces the appointment of

HOAG-BLAIR COMPANY

as national representatives

Use Iowa's Greatest TV Coverage to reach the MONEYED-MILLION in the East-Central Iowa Market

Year in and year out, Iowa is a market far above average. And studying it closely, you find the finest part of the entire market, is east-central Iowa.

Here, Cedar Rapids-Waterloo is the heart of the section where Iowa's tremendous industrial strides have been made. Here too is Iowa's dairy-land, where "tall-corn" wealth is amplified by milk-and-cream-checks to produce extra-high income per farm.

In the center of this productive region rises the 1085-foot tower of KCRG-TV. Telecasting with 316,000 watts on Channel 9, KCRG-TV serves a market measured at more than a million in population, and ranking high in personal purchasing-power.

KCRG-TV is affiliated with the Cedar Rapids Gazette, one of the midwest's great newspapers, founded in 1883. So the station's operating policies are firmly based on a seventy-year tradition of public service.

For current data that bring KCRG-TV and the Cedar Rapids-Waterloo market into sharper focus, see your Hoag-Blair man. You'll find him ready with facts on which to base sound plans for getting increased sales in Iowa.

KCRG-TV 9 CEDAR RAPIDS-WATERLOO

Affiliated with The Cedar Rapids Gazette, *Eastern Iowa's Largest Newspaper*

which he described as the largest advertiser not now using any tv, following a TvB pitch, is now preparing copy for tv spots and when it finds the approach it likes will undoubtedly begin buying time.

Proposal to form a tv producers code [B•T, Nov. 7] is "disturbing," President Harold E. Fellows told the Texas group. He said the plan was based on "over-commercialism in television," adding that it did not say whether too much, too little or method of presentation is the basis of the idea. (The code was offered at a joint meeting of National Society of Television and National Audience Board, of which Peter Goelet is president.)

Mr. Fellows reminded that final responsibility for the nature and content of tv programming rests with the individual station and explained, "The existing code, to which the majority of tv stations have subscribed, should be a major consideration in the formulation of supplementary standards."

"In many parts of the nation," Mr. Fellows said, "people who should be able to get tv signals with as much freedom of choice as their fellow-men located in the more densely populated sections of the country are having to pay for such service . . . as a result of a system of allocations which is said by many to be inadequate. I would defy any thinking American observer to debate the statement that the broadcasting industry has made one of the most remarkable contributions to American culture, in a short time, known in the history of mankind. . . . I cannot believe that any broadcaster (particularly those among us who have grown with this industry through the years and been exposed to the tradition of free broadcasting) would find it possible to support a charge to the American listener and viewer."

The Kansas Assn. of Radio Broadcasters has virtually 100% membership, the two stations that held out last year having come in for the year ahead and if no one drops out all 42 Kansas radio stations will be members, Robert Wells, president and general manager, KIUL Garden City, reported in the Wednesday afternoon session on state associations.

Oklahoma Assn. of Broadcasters, with 43 out of 48 stations as members, can't match the Kansas group's record but its annual dues are the highest quarter-hour rate against the flat $10 fee for Kansas, Frank S. Lane, general manager, KRMG Tulsa, said. The Oklahoma association has failed in two attempts to get the state legislature to adopt a libel relief law for stations, he admitted, but said they'll try again next session. Mr. Lane also reported that a committee is preparing a kit for use by member stations in promoting radio broadcasting in general and individual stations in particular.

The promotion of listening campaign promulgated by the Texas Assn. of Broadcasters and other TAB achievements were reported on by Louis R. Cook, general manager, KNOW Austin (see story on TAB meeting, page 53).

Hovel to Head Wis. Assn.

BEN HOVEL, WKOW-AM-TV Madison, was elected president of Wisconsin Broadcasters Assn. at its Nov. 11 meeting in Milwaukee. Other officers elected were Robert Bodden, WSWW Platteville, vice president; Don Wirth, WNAM Neenah, secretary, and Mig Figi, WAUX Waukesha, treasurer. Edwin Conrad is executive secretary of the association. Directors named were Mrs. Jeanne Donald, WTCH Shawano, and the new officers.

SDX MAY SURVEY ELECTION INFLUENCE

Sigma Delta Chi convention decides to explore further the desirability of huge research project determining press influence on national voting.

WHETHER a survey of the influence of the press upon national elections—which would constitute the biggest research project in news ever undertaken—and whether radio, television and newsmagazines should be included, will be determined early next year.

The 46th annual convention of Sigma Delta Chi, national professional journalistic fraternity meeting in Chicago Nov. 12, decided to continue its committee on Ethics and News Objectivity to explore further the desirability of making the survey, which would assess the degree of objectivity on the part of the American press during political campaigns.

Action came after consideration of a controversial report presented by the committee's chairman, Norman E. Isaacs, managing editor of the *Louisville Times* (WHAS-AM-TV). Mr. Isaacs reported that a high level group of newspaper researchers had concluded the project was feasible as to newspaper analysis, and that he felt the minimum $650,000 budget would be forthcoming. It is understood the Ford Fund for the Republic has tentatively agreed to underwrite the project.

Considerable controversy developed, not only as to the desirability of having such a survey but also because it would be restricted to the newspaper press. Several delegates contended a newspaper survey would be meaningless because of the obvious influence of television, radio and newsmagazines in political coverage.

In authorizing the committee to proceed as the situation seemed to require, and with the understanding that SDX would get another look before giving its endorsement, the convention adopted compromise language providing that both the SDX committee and the Council on Communications Research be urged to give "every consideration" toward extension of this project to the related fields of radio, television and newsmagazines.

New officers elected for 1955-56 by the convention were:

President, Mason Rossiter Smith, editor and publisher, *Tribune-Press*, Gouverneur, N. Y.; vice president, professional, Sol Taishoff, editor and publisher, BROADCASTING • TELECASTING, Washington; vice president, undergraduate, Dale R. Spencer, professor of journalism, U. of Missouri, Columbia; vice president, expansion, Robert Cavagnaro, general executive, Associated Press, San Francisco; secretary, James A. Byron, news director, WBAP-AM-TV Fort Worth; treasurer, Buren McCormack, executive editor, *Wall Street Journal*, New York.

Executive councilors: Alden C. Waite, publisher, *Illinois State Journal and Register*, Springfield, and president Southern California Associated Newspapers, Los Angeles (KCOP-TV), retiring as Sigma Delta Chi president, was named chairman; Edward Lindsay, editor, Lindsay-Schaub Newspapers, Decatur, Ill; James Pope, executive editor, *Courier Journal*, Louisville (WHAS-AM-TV); E. W. "Ted" Scripps, editorial staff, *San Francisco News* (Scripps-Howard stations); Robert M. White II, editor, *Mexico* (Mo.) *Ledger;* Oscar Abel, South Dakota State College.

Elected honorary president was Dr. Alberto Gainza Paz, *La Prensa*, Buenos Aires.

Named Fellows—the fraternity's distinguished services award—were Walter R. Humphrey, past national president, editor of the *Fort Worth Press;* Paul Bellamy, editor emeritus, *Cleveland Plain-Dealer*, and Harold Cross, legal counsel, American Society of Newspaper Editors.

The 1956 fraternity theme adopted was "A free press—A free world."

The vote on the theme came after Joel L. Priest Jr., chairman of the Utah Professional Chapter, said the committee had anticipated some question from broadcast delegates. He pointed out that the word "press" is generic and connotes all media. He cited the First Amendment as proof of this.

Winner of the Wells Memorial Key, awarded to the individual who had contributed most to the fraternity during the preceding year, was Alvin E. Austin, head, Department of Journalism, U. of North Dakota, who retired as vice president in charge of undergraduate chapter affairs.

Radio Is On Upsurge, Broker Blackburn Declares

RADIO "is on the upsurge," judging by a study of business conditions and "an intimate knowledge of the going prices of radio and tv facilities in today's market," according to James W. Blackburn, partner in Blackburn-Hamilton Co., broadcast-newspaper brokers. He spoke Tuesday at a Baltimore meeting of the Maryland-D. C. Radio & Tv Broadcasters Assn.

Mr. Blackburn predicted that "1956 should be radio and television's greatest year, with the volume of local and regional business more than offsetting any declines in network revenue."

"After a period of self-examination in which am took inventory of its assets, selling methods and programming were geared to current conditions. The medium has realized it must now depend upon close-in rather than far-flung coverage to be successful. It has realized that its economy is a strong selling point. As a result, the local and much of the regional advertising dollar being spent in the broadcast media is going to radio for the simple reason that it is the lowest cost-per-thousand medium."

As to tv, Mr. Blackburn said national budgets continue to swell its revenues. "It's not likely that this trend is going to change in the case of television," he said, "but there is evidence that radio having found the level of its greatest production in programming for the local and regional advertiser, now is beginning to get back on the national advertiser's lists."

Strouse Heads Md.-D.C. Group

BEN STROUSE, WWDC Washington, was elected president of Maryland-D. C. Radio & Tv Broadcasters Assn. at the fall meeting held Tuesday in Baltimore. Other officers elected were William Paulsgrove, WJEJ Hagerstown, vice president, and Robert Cochrane, WMAR-TV Baltimore, secretary-treasurer. Robert C. Embry, WITH Baltimore, becomes chairman of the legislative committee and Irv Lichtenstein, WWDC Washington, is publicity director.

Elected to the board were Morris Blum, WANN Annapolis; Joseph Brechner, WGAY Silver Spring; Shelton Earp, WBMD Baltimore; John Elmer, WCBM Baltimore; Michael Hurst, WDYK Cumberland; Carleton Smith, WRC-AM-FM-TV Washington, and Charles Truitt, WBOC Salisbury.

TEX. ASSN. PLANS WINTER PROMOTION

Program was outlined last week during Texas Assn. of Broadcasters meeting in Dallas. Media men also endorse daylight saving time, hear seven suggestions for station-agency dealings, and discuss scarcity of top personnel.

A PLAN for the statewide promotion of radio audiences, with the goal of having all radio stations in the state participating, was presented Monday to Texas broadcasters attending the one-day meeting of the Texas Assn. of Broadcasters at the Baker Hotel in Dallas. Plan involves the use of newspaper space, outdoor posters, counter cards, direct mail stuffers and gummed labels as well as on-the-air promotion of the idea, "Listen While You Work, . . . Drive, . . . Read, . . . Sew," etc.

The joint audience promotion plan, presented by Alex Keese, WFAA Dallas, and Bill Sansing, manager of the Dallas office of McCann-Erickson, WFAA's agency, is an outgrowth of an audience promotion plan for the station only, which both station and agency soon realized depended on multiple impact for its effectiveness. They urged all radio stations in a community to get together in using newspaper space and billboards, the most costly media, while bumper strips, envelope stuffers and, of course, recorded jingles, could be utilized by stations individually, including their own call letters in the advertising.

Because TAB underwrote the cost of developing the campaign, the promotion material is available to TAB stations at unusually low prices—$6.50 for a 24 sheet three-color poster with the "Listen While You Drive" theme, 25 cents apiece for "Listen While You Work" counter cards, 10 cents each for "Listen While You Go—To Radio" bumper strips, a penny apiece for two-color statement stuffers, gummed back labels at 1½ cents each and $10.25 for the radio spot recordings.

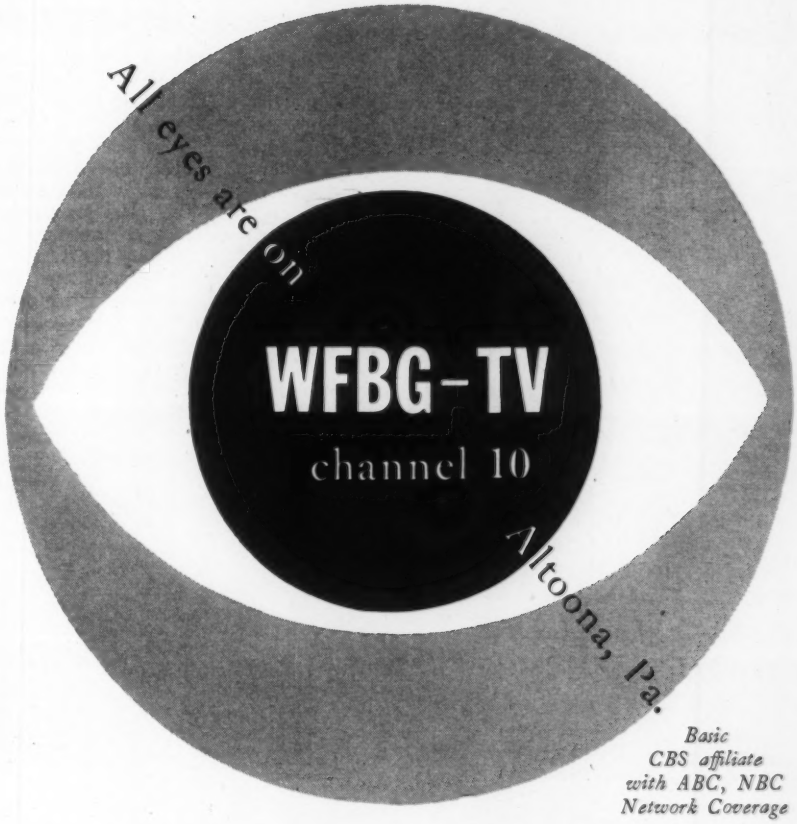
Early Planning Suggested

Stations were urged to get their plans under way fast, as it takes three weeks for material to be delivered and TAB has set Jan. 1, 1956, as kick-off day for the statewide audience promotion drive.

Successful conclusion of a campaign to reduce insurance rates for broadcast towers launched by TAB more than a year ago was reported by Louis Cook, KNOW Austin, retiring TAB president, who chaired the day's meeting. Mr. Cook read a letter from the state insurance commission reporting that instead of the flat rate formerly prescribed by the state, insurance rates for radio and tv towers and other equipment are now left open for individual negotiation between each broadcaster and his insurance agent.

A heated discussion of whether or not Texas should have daylight saving time, and more specifically whether the state's broadcasters should launch a campaign to get enabling legislation through the next session of the state legislature in 1957, concluded with adoption by a ten-to-one vote of a motion endorsing daylight saving time and authorizing appointment of a committee to study ways and means of attacking the problem and enlisting aid from other interested organizations.

TAB members also were urged to screen all



Basic CBS affiliate with ABC, NBC Network Coverage

You need only buy WFBG-TV to cover all of central and Western Pennsylvania. With maximum power of 316,000 watts, WFBG-TV blankets the rich, heavily-populated areas between Pittsburgh and Harrisburg. In addition to the 537,452 tv sets in its coverage area, you get a bonus of 131,556 television homes in Metropolitan Pittsburgh.*

WFBG-TV
Altoona, Pa.

BASIC CBS *NETWORK*
also ABC, NBC affiliate

Represented exclusively by H-R Television, Inc.

*Videodex January 15, 1955 Gives WFBG-TV 11.6% in Pittsburgh, or more than 130,000 homes.

WE
HAVE THE AUDIENCE!*

HERE'S WKBN-TV'S SHARE OF AUDIENCE!*

Time Period	WKBN TV	Stations B	C	D	E	F
Mon.-Fri. 7 a.m.-Noon	44	31	14	3	3	5
Noon-6 p.m.	44	29	11	3	8	6
6 p.m.-Midnight	45	33	7	3	9	3
Saturday Noon-6 p.m.	50	31	6	3	3	7
6 p.m.-Midnight	47	35	6	2	4	6
Sunday Noon-6 p.m.	52	17	12	6	8	6
6 p.m.-Midnight	49	34	6	2	5	3

Station B is Youngstown. Stations C, D & E are Cleveland. Station F is Pittsburgh.

CLEVELAND OR PITTSBURGH STATIONS DO NOT COVER THE YOUNGSTOWN MARKET! WKBN-TV SHARES OF AUDIENCE FAR SURPASS LOCAL AND OUTSIDE OPPOSITION. WHAT'S MORE, CHANNEL 27 HAS THE 16 TOP RATED PROGRAMS* IN YOUNGSTOWN AND 366 OF 442 QUARTER HOUR FIRSTS.*

*Source: Telepulse, September 18-24, 1955.

WKBN
YOUNGSTOWN, OHIO
TV 178,000 WATTS CHANNEL 27 CBS · ABC
CHANNEL 27
Represented Nationally by the Paul H. Raymer Co.

phonograph records and to delete all objectionable material, in compliance with a resolution of the board.

The meeting, with a registration of 175, also authorized a committee to study the feasibility of having call letters instead of license numbers assigned to automobiles owned by stations and their staffs, such as is already done in Colorado. Both committees are to report to the association at its spring meeting, to be held Feb. 20, 1956, at Casada de Palmas Hotel, McAllen, Tex.

Tom O'Neil, president of General Teleradio and MBS, told the luncheon session that General Teleradio intends to follow the same general theory in syndicating films for television that Mutual has followed in providing radio programming for its affiliates—the theory that the goal is strong stations, not stations utterly dependent on the network for both programs and revenue. (See text, page 30.)

Seven suggestions for stations in their dealings with advertising agencies offered by Lawrence E. DuPont, director, radio-television, Tracy-Locke Co., Dallas were:

1. Consider carefully the rating of times you offer as makegoods. Make sure that the makegood times compare favorably with that originally purchased by the advertiser.

2. If you offer bargain rates, be honest about it. If you can't do that, at least be discrete.

3. Have your bookkeeper check your billing before it goes out to make sure that it's right.

4. Don't make your merchandising efforts ridiculous by aiming them at the wrong people.

5. Generally we are concerned primarily with cost-per-thousand and buy on that basis. Cost-per-thousand is tied up directly with the ratings of the various shows. Therefore, don't be disappointed if we cancel schedules when our adjacency changes bring us next to programs with a low rating.

6. Take the trouble to notify a client that his adjacency has changed.

7. If you belong to NARTB, abide by its code.

In a talk, "Working Together," stressing the advantages of cooperative effort by stations at the local, state and national level, John Meagher, NARTB vice president, reported that 10 years ago there were 13 state associations of broadcasters, five years ago there were 31 and today every state in the land except Delaware has its own state association, plus Puerto Rico and Hawaii.

Difficulty in finding good personnel—announcers, salesmen, copywriters, engineers, and particularly announcer-engineers—was the most eagerly discussed topic at an open forum for radio broadcasters, with President-elect Richman Lewin KTRE Lufkin, as chairman. Possible solutions, such as offering scholarships, setting up a clearing house for the state, hiring youngsters right out of high school and sending them to technical schools to learn enough to get an engineer's license, were among the suggested solutions. There was general agreement, however, only that something has to be done to develop station personnel in place of the prevalent practice of robbing each other of good help.

Concurrently, a similar session for tv broadcasters was held, with Ralph Nimmons, WFAA-TV, as chairman. The discussion sessions concluded with one for daytime stations, Joe Leonard Jr., KGAF, as chairman.

Mr. Lewin was elected TAB president. Barney Ogle, KRGV Weslaco, was elected vice president and Dave Morris, KNUZ Houston, was elected secretary-treasurer. New directors are: Albert Johnson, KENS San Antonio; M. E. Danbom, KTBB Tyler, and Joe Leonard Jr., KGAF Gainesville. Continuing as directors are Bob Bradberry, KPET Lamesa and Jack Hawkins, KIUN Pecos. Past-President Cook becomes an ex-officio board member.

TIMEBUYING ILLS DISCUSSED FOR RTES

Tv consultant Nelson recommends methods representatives should follow in making radio and tv easier to buy in speaking for agencies. Representative Young points out the salesman's responsibilities to the agency and criticizes habits of some timebuyers.

MUCH can be done by the station and its representative to make radio and tv easier to buy, Linnea Nelson, television consultant, Kudner Agency, New York, asserted last week.

Miss Nelson and Adam Young, president of Adam J. Young Jr. Inc. and Adam Young Television Corp., station representatives, discussed problems in agency timebuyer-station representative relationships at a Radio & Television Executives Society timebuying and selling seminar in New York last Tuesday.

Specifically, Miss Nelson called for wider acceptance among station representatives of standard contract forms; less legal-type paper work ("let's cut out the unessentials"); more care in the submission of station data, availabilities, program ratings, rates, etc.; elimination of alleged practices of representatives who, when they have lost out on orders, go to the client; boning up by a salesman on what accounts come up every year so that he can lay his groundwork with the agency; realization that agency department expansion means that associate media timebuyers or assistants are delegated responsibility; more respect to confidences given by agency buyers on campaigns prior to actual buying ("don't contact other people in the agency"), and need for awareness that buyers do not have full control ("because the money being spent belongs to the client and not the agency.")

Mr. Young pointed out that it is the salesman's responsibility to get "the right material to the right people" within the agency, not only to the timebuyer but "to all the people who play a part in the decision."

Buyers, he said, must be aware that the "climate, buying habits and the stations themselves change, particularly in radio." For example, he said, high-powered stations are not the only outlets which should be considered in timebuying campaigns. Mr. Young said there also are increasing problems of time clearance on stations because of increased business flow and that often, the representative must not only sell the idea of buying time to the agency but also sell the station on the idea of clearing the time for the sale.

In outlining what he called "points of friction" between buyer and seller, Mr. Young reviewed the need for the buyer, who at times "doesn't know all the factors," to try to find out more information, for often the client has not taken the buyer into his confidence. He criticized some habits of buying certain stations without "thought or consideration" of other stations in the same market, taking into consideration changes of policy, ownership, managership or programming of those other outlets. Mr. Young suggested buyers look to trends, not just ratings to "the last decimal point."

He noted that some buyers will refuse to buy

You Might Win 3 Wimbledon Titles—*

BUT . . . YOU NEED WKZO RADIO TO "NET" BIG RESULTS IN KALAMAZOO-BATTLE CREEK AND GREATER WESTERN MICHIGAN

6-COUNTY PULSE REPORT
KALAMAZOO-BATTLE CREEK AREA—MARCH, 1955
SHARE OF AUDIENCE
MONDAY—FRIDAY

STATIONS	6 a.m. 12 noon	12 noon 6 p.m.	6 p.m. midnight
WKZO	41%	37%	35%
B	18	17	16
C	10	12	11
D	10	9	7
E	8	7	8
OTHERS	14	18	24
Sets-In-Use	20.1%	20.2%	17.5%

NOTE: Battle Creek's home county (Calhoun) was included in this Pulse sampling, and provided 30% of all interviews. The other five counties: Allegan, Barry, Kalamazoo, St. Joseph and Van Buren.

If you want to star in Western Michigan, use the 5000-watt voice of WKZO—CBS radio for Kalamazoo-Battle Creek and greater Western Michigan.

Pulse figures, left, tell the story. WKZO is the big favorite 18 hours a day—*actually gets more than TWICE AS MANY LISTENERS as the next station 75% of the time!*

Your Avery-Knodel man has all the impressive facts.

AM—TV—FM

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

WKZO

CBS Radio for Kalamazoo-Battle Creek and Greater Western Michigan

Avery-Knodel, Inc. Exclusive National Representatives

* *In 1920, Suzanne Lenglen of France won the Wimbledon Women's Singles and shared the title in the Women's Doubles and Mixed Doubles.*

There's ONLY ONE in Washington's MIDDLE MARKET

Better look this over carefully. A single station major market with the population and income to whet any selling appetite. Mountains and miles hide it from "outside" influence. It's yours exclusively on KIMA-TV, Yakima with its satellite KEPR-TV, Pasco. You get coverage tailored to this big, booming area and the state's third most powerful signal all in ONE in Washington State's big "MIDDLE MARKET."

KIMA-TV
YAKIMA with its Satellite
KEPR-TV PASCO
NATIONAL REPRESENTATIVES: WEED TELEVISION
PACIFIC NORTHWEST: MOORE AND LUND

time, even when availabilities on a station other than the one considered are recognized to be better in a given market. Emphasizing that it is the function of the representative to make a "proper presentation of what he has to sell" rather than just act as a clearing agent for availabilities, Mr. Young said it was discouraging to the salesman when the buyer will not see him, particularly if he is new to the job.

Mr. Young also said it would be helpful to the salesman if he can be told why or when a buyer will be unobtainable, particularly at the time the representative has been asked to go through much trouble to seek out data on stations the buyer had wanted quickly.

RTNDA STRESSES POWER OF NEWS

'Great audience - getter and builds character for station,' says WOW's Frank Fogarty at annual convention of Radio-Tv News Directors Assn. in Denver. Other panelists agree.

"NEWS is a great audience-getter and builds character for the station; so management should budget for it accordingly."

So spoke Frank Fogarty, manager of station WOW and WOW-TV Omaha, to the annual convention of the Radio-Tv News Directors Association Thursday at Denver.

Fogarty's views were generally endorsed by Hugh Terry, general manager of KLZ and KLZ-TV, Denver, who appeared on the same panel during the radio workshop, presided over by Harold Baker, news director of WSM Nashville, Tenn., and also a vice president of RTNDA.

Fogarty said a good news operation builds a reputation that makes the listener feel confident he'll never miss anything if he's tuned in. He spoke out in favor of an adequate, operating news department as against the so-called "rip and read" system of stations that have no news department.

Mr. Terry concurred by saying "we can't have amateurs messing up the news." He said his station tries to pay as much as it can to get the best people, adding that news personnel must have ethics and responsibility to do an honest and professional job. Terry stressed that news directors must remember that their department is a part of the overall station operation and must try to stay within their budgets. But he added that management owes full support to the news department in helping it to do the best possible job. Terry said management must not have a policy of telling the news department that it "must run" or "must kill" any items, a point endorsed also by Mr. Fogarty. Terry also said that if a station runs editorials, they should be the opinion of the management or licensee, not the opinion of any individual, and he stressed that editorials must be set apart from regular news reporting.

In concluding, Fogarty and Terry both said their stations were losing money on their tv news operations, but Fogarty noted: "We have no regrets. News brings audience and prestige." To which Terry added: "If we expect to stay in tv, then we need to have news."

In another panel on "News as a Selling Vehicle," the speakers were Charles Harding, of the Buchanan-Thomas Advertising Co., in Omaha, C. J. Potts, Calkins and Holden, Inc., and Dean Dennis, of Kansas City.

Harding said pure economics would indicate that saturation spots would be the best buy in radio, but he said his agency still prefers news for many accounts because news well done creates "believability" which can benefit the commercial.

Mr. Dennis said that stations and news personnel should regard newscasts as a prime medium for selling products instead of something for selling time on the station, as is often the case.

At a later session of the convention, Jack Shelly, of Des Moines, a past president of RTNDA, delivered a talk in which he urged association members to "zealously guard professional competence and integrity in the radio-tv news field."

The opening session of the convention voted unanimously to establish the Paul White Memorial Award, to be given annually to the individual who makes an outstanding contribution to radio and tv news. Mr. White, a pioneer in the field of radio news coverage while director of news for CBS, died early this year.

Indiana Assn. Mulls Sports Controversy

SPORTS coverage was the subject of a controversy discussed by panelists taking part in the fall meeting of Indiana Broadcasters Assn. Inc. at Indianapolis Nov. 14. Eighty-five broadcasters registered at the Indianapolis Athletic Club for the one-day session under Edward G. Thoms, WKJG Fort Wayne, IBA president.

Various area groups within IBA have agreed they will not carry athletic events (football and basketball) of Indiana high schools where fees are demanded for rights. Panels on basketball, baseball and football canvassed the sports rights controversy.

A committee was set up to nominate new officers at IBA's March meeting. Members include Daniel C. Park, WIRE Indianapolis; William Fowler, WBAT Marion, and Lester Spencer, WKBV Richmond.

RETMA Out to Broaden Scope of Radio-Tv Week

POSSIBILITY of additional sponsors for National Radio & Television Week in 1956 was discussed during a series of meetings of the Radio-Electronics-Television Mfrs. Assn. in Chicago last week.

Plans for broadening the scope of the industry activity, in view of acclaimed success this year at down to the grass roots level, were explored at a meeting of RETMA's public relations and advertising committee Thursday at the Palmer House. The national event probably will be held next September, with enlarged participation beyond the appliance-tv dealers and set manufacturing groups.

At the same time it was reported that Julius Haber, RCA, has been named to replace Ellis Redden, Magnavox Co., as chairman of the committee under RETMA's set division.

The set division executive committee has pledged itself to renew efforts, before the 1956 congress, for reduction of excise taxes on receivers and all other electronic products, including color sets, across the board, from 10 to 5% and to remove the 10% tax on color receivers.

Score of section and committee meetings were held Wednesday and Thursday, with RETMA's board of directors meeting Friday on the uhf-vhf frequency study, plans to argue the Federal Trade Commission's trade practice rules for the set industry, and the excise tax situation. H. Leslie Hoffman, RETMA's president, presided at the luncheon Friday.

This is the RADIO schedule that TV Built

(The wonderful story of ABC Radio's **NEW SOUNDS FOR YOU** written especially for grown-up advertisers)

"EVENTS OF THE DAY"

7:30 Today's Sensational Story
7:35 Inside Washington
7:40 Transatlantic Exclusive
7:45 Personality of the Day
7:50 The News and You
7:55 News

"THE WORLD AND YOU"

8:00 Arrivals and Departures
8:05 Let's Visit
8:10 Yesterday at Midnight
8:15 America at Work and Play
8:20 Elm Street to the Great White Way
8:25 News

"YOUR BETTER TOMORROW"*

8:30 Part 1—words to live by
8:35 Part 2—advice on your marriage and family
8:40 Part 3—improving your personality
8:45 Part 4—your success
8:50 Part 5—advice on your home
8:55 News

"SOUND MIRROR"

9:00 Sounds of Yesterday
9:05 Sounds of Today
9:15 Sounds of No Importance
9:20 Soundings
9:25 News

"OFFBEAT"

9:30 Offbeat Humor
9:35 Futurescope
9:45 Soloscope
9:55 News

*** MONDAYS**

8:30—The Voice of Firestone.

TUESDAYS

8:30—Bishop Sheen's "Life Is Worth Living."

Once upon a time almost every living room had a radio. And almost every night the family gathered 'round to listen. Today, almost every living room has a TV set. Radio has moved to other quarters. The kitchen, bedroom, den, workshop, car. Even an occasional bathroom. Who listens? The family does. Not as a group, but *individually*. Not indiscriminately, but *selectively*. NEW SOUNDS FOR YOU—ABC Radio's new concept of nighttime programing—was built for this new kind of listening. It's personal. It's bite-size. *Regularly scheduled* 5- and 10-minute segments. Each attracts its regular listeners. Each can be sponsored night-to-night or as a "strip." Only $800 buys a 5-minute segment *full network*. Your ABC salesman will be tickled to tell the full story.

LISTEN . . . the new sound of ABC Radio

PR MEETING ASSAILS RADIO-TV PRACTICES

Public Relations Society of America hears lawyer, railroader, doctor and educator say that media are creating false impressions.

RADIO AND TELEVISION, accustomed to helping solve public relations problems, found themselves the subject of public relations problems last week in talks given before the eighth national conference of the Public Relations Society of America in Los Angeles.

E. Smythe Gambrell, president of the American Bar Assn., recounting the public relations pitfalls of the legal profession, said that "dramatizations on television and in the movies in which more often than not the lawyer is depicted in a villain's role, has made even more difficult the earnest efforts of the bar associations to demonstrate that self-discipline within the legal profession is a serious matter indeed." He said ABA is trying to "point out to leaders of the entertainment industry that these all too frequent portrayals, particularly of judges as unconscionable crooks and schemers not only constitute a serious libel upon an honorable group of men and women, but that over a period of time can undermine respect for law and authority, and in fact may already have done so.

"A strong case can be made, I think, for the contention that much of the violent juvenile crime we are experiencing these days—and the evidences of widespread defiance of police and judicial authority—may be traceable to this type of entertainment fare.

"I am not saying there is anything malicious or deliberate in these portrayals, but I do believe they reflect a dangerously careless disregard of the consequences. In our efforts to cope with this problem we have no thought of censorship; we believe in true freedom of the press and other media of information and entertainment. Rather, we are offering to cooperate with the media, by providing accurate information about the legal profession and the courts, and by offering consultative guidance to writers and producers, in the hope of eliminating inaccuracies and needless misrepresentation."

Mr. Gambrell reminded the group that on its own initiative, ABA has created "a national bar-media conference committee to establish a closer liaison between the bench and bar and the media, an agency through which mutual problems in such fields as fair trial and free press may be discussed frankly and unemotionally."

Thomas J. Deegan Jr., vice president-staff, New York Central Railroad, reviewing the public relations battle when Robert R. Young and Allen P. Kirby took on the "old" management in a proxy fight, included radio and tv in citing instances of "corporate pressures" in various mass communication media. He recalled "the telephone call to the control room of an important tv production carried on a network which at the moment had the camera and sound track on Robert Young. The call was from one of the directors of the network, who said to the producer over the phone within my personal earshot, "get the camera off Young this instant."

Mr. Deegan also listed "the abuse of television and radio news broadcasting by their sponsors who were adverse to our side, by summarizing the news regarding the proxy contest slanting it to fit the party line of the old management. Incidentally, we challenged all of these on the record, but never were given an opportunity for equal time." He did not make specific identification.

Dr. E. Vincent Askey, speaker of the House of Delegates, American Medical Assn., Los Angeles, told PRSA that television and radio programs, along with magazine articles, have over "romanticized" the miracles of medicine. He said a public relations problem has occurred since the public now "believes implicitly that medicine is an exact science and that if only a doctor takes an interest in a case and does what is right that inevitably a cure can be assured." He said the many variables in human reaction, plus other changing factors, also must be acknowledged.

S. I. Hayakawa, semanticist, San Francisco State College, said writers, program directors, advertising men, and public relations men today "must think of the people to whom we communicate our ideas as being at least as intelligent as we are." He said the general public may have smaller vocabularies or be less well informed on certain subjects. "But basically their evaluations are little different from yours or mine."

At the low extreme of the writer scale, Mr. Hayakawa listed "the fellow who is responsible for the semantic atrocities in behalf of soap, cigarettes, used car lots and finance companies, such as assail us hundreds of times a day over radio and television."

The radio-tv workshop included Roy Neal, director of news and special events, NBC Hollywood; William Kostka, president of William Kostka & Assoc., Denver; Jack Siegal, president, Spotlight News, Hollywood tv newsreel service, and George H. Hall, public relations coordinator, North American Aviation Inc., Los Angeles. On Wednesday afternoon, Frank Crane, president, Southern California Broadcasters Assn., demonstrated the association's new "ultraphonics" presentation of radio strength in Southern California.

New Tv Film Industry Group Formed at New York Meeting

THE FORMATION of a new tv film industry group was announced Tuesday after more than 60 executives representing a major group of tv film distributors met in New York's Roosevelt Hotel.

The new organization tentatively will be known as the Assn. of Television Film Distributors (ATFD) with membership open to any firm engaged in the business of tv film distribution. A deadline of Dec. 31 for membership applications and fees was set to permit a year-end meeting for the election of permanent officers and the blueprinting of future action. ATFD plans an operating budget of more than $100,000 to carry out its announced purpose "to resolve the mutual problems confronting all tv film distributors."

Organization proposals submitted by the steering committee, were approved unanimously. The committee, under the chairmanship of Dwight Martin, General Teleradio, includes Herman Rush, Official Films; Dave Savage, Guild Films; Frank Reels, Ziv Television Programs Inc.; Saul Kunkis, Studio Films, and Ralph Cohn, Screen Gems.

Discussed also was the appointment of a board of directors, a permanent managing director and additional key personnel.

STATION SALES

KIDDER, PEABODY & CO.—

- Maintains close contact with all phases of the Television and Radio industry.
- Has an established relationship with most of the important sources of investment capital in the country.

—We invite the station owner to take advantage of this dual coverage when considering the sale of his property.

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between

NEWSCASTING

and

NEWS COVERAGE

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Represented
Nationally
by

**THE
HENRY I. CHRISTAL
COMPANY**

★

You can hear newscasts on any radio station. A newscast can be any announcer's voice reading the latest summary torn from a news machine.

It's news coverage which distinguishes a *superior* radio station from just another station!

At WSYR a staff of five *newsmen* produces a complete, distinctive news service. They gather and write the home town and area news. They edit the reports of the national news wires with an experienced eye for news that's important to the 1.5 million population of WSYR's service area. The result: *complete* news digests, reported ten times daily by *men who know news*.

Central New Yorkers have come to rely on WSYR for all the news, all the time. This kind of news coverage — like WSYR's distinctly superior geographical coverage — is one of the important reasons for WSYR's head-and-shoulders leadership in the $2 billion Central New York market.

NBC

WSYR

5 KW • SYRACUSE • 570 KC

91% of our home county . . . 70% of our primary area! (308,430 sets total)

WMBR-TV
Jacksonville
Basic CBS
CBS Television Spot Sales

NINE TV FILM PROPERTIES ACQUIRED BY ABC-TV FOR ITS 1956-57 SEASON

Network apparently will rely even more on celluloid programs in future. Series shows of various lengths to be filmed both in Hollywood and in different foreign countries.

ABC-TV, already closely associated with Hollywood's film colony, apparently will rely even more on celluloid programs in the future. In an early dip into next year's network tv competitive swim, ABC President Robert E. Kintner announced Friday the acquisition of nine tv film properties to be utilized in the 1956-57 season.

The properties will be produced in Hollywood and abroad. The series will be of varying lengths, and the programs which comprise them will range from half-hour to 90-minute shows. Although costs were not disclosed, it was understood that if all the series run for their full scheduled terms and are sponsored throughout, ABC-TV's income from them could exceed the network's total gross billings for 1954. ABC-TV's 1954 total gross was approximately $34.5 million. The 90-minute filmed series will be a drama anthology entitled *Command Performance*. To be produced by Meridian Productions Inc., the series will draw from the best of motion pictures, Broadway and literature for its story material.

Three half-hour film series will be produced by Louis F. Edelman, producer of two ABC-TV programs: *Life & Legend of Wyatt Earp* and the *Danny Thomas Show*. Two of the Edelman series are tentatively titled *Jim Bowie* and *Sam Houston*, and the third is titled *It's a Great Country*. The *Bowie* series will be based on the life and adventures of the Kentucky frontiersman of the early 1800's, and the *Houston* episodes will deal with the historic figure who figured in the establishment of the Lone Star Republic of Texas. *Great Country* also is an anthology dramatizing true to life stories of the U. S.

Another half-hour melodrama series, *Fast Freight*, will be produced for ABC-TV by Desilu Productions Inc. This series will base its material on the adventures of a trailer truck's co-owners.

A semi-documentary half-hour series, *RFD, USA*, will be produced by Jerry Devine, an independent producer whose radio shows included *FBI in Peace and War*. These films will depict the life and customs in little-known communities in the U. S.

Another half-hour series, a western that is as yet untitled, will be produced by Jack Chertok, one of the producers of *Cavalcade of America* and producer of *The Lone Ranger*. The new Chertok films will deal with the adventures of an itinerant judge from the East who is charged with upholding order in the lawless West.

An hour-long anthology based on dramatic stories centering in Paris, Rome, London and other foreign cities will be produced abroad for ABC-TV by Sheldon Reynolds, producer of *Foreign Intrigue*. Mr. Reynolds will act as master of ceremonies of the series.

The ninth series, *Wire Service*, will be produced by Four-Star Productions, producers of *Four Star Playhouse* and *Cavalcade of America*. The series, first announced nearly a month ago [B•T, Oct. 31], will be filmed at RKO-Pathe, Culver City, Calif., as well as in Paris and London.

Mr. Kintner said that Robert M. Weitman, ABC-TV's vice president in charge of programming and talent, and Robert F. Lewine, the network's director of programming, will serve as liaison with the producers.

Mr. Kintner and John Gibbs of Meridian negotiated details for *Command Performance*, the contract of which calls for the production of 26 to 52 programs, each 90-minute dramas and for a "continuing producing relationship projected over a long-term period."

Meridian, producer of *The Schlitz Playhouse of Stars*, will start production of the first film in the series on the Goldwyn lot sometime next month. Delivery of the initial episode is expected at the end of February.

ABC-TV said it expects to sell *Command Performance* to three or four advertisers who will be guaranteed a minimum of 26 to 29 shows, with 13 or more available for summer repeats. The network said it plans to schedule this drama series on a 52-week basis.

ABC-TV hinted that Meridian may film a series of two-hour dramas but noted that the two-hour productions would not be scheduled until the initial 90-minute film has been seen by network and Meridian executives.

The network said that Meridian was selected to produce the series after ABC executives explored the gamut of live and filmed anthology series for tv. What worked in Meridian's favor, according to ABC, was the fact that Meridian has produced more than 200 stories of the anthology type on film with the use of top stars. John Gibbs Agency controls the list of authors from which the adaptations and originals for the series will be drawn. Gibbs' writers, operating on special assignment, already are preparing scripts. Directors will be drawn from Meridian's tv directors, who have included Robert Stevenson, Robert Florey and Roy Kellino.

In his talk to the Assn. of National Advertisers convention a few weeks ago, Mr. Kintner predicted that ABC might schedule the regular dramatic spectacular on a weekly basis.

Associated Artists Sales Up, More Dept. Personnel Planned

CLOSE behind an announcement that the third-quarter business of Associated Artists Productions Inc., New York, exceeded that of the previous quarter by more than 300%, Eliot Hyman, president, disclosed plans for expansion.

Mr. Hyman said the company plans to hire additional sales personnel for the New York home office as well as regional branches in Los Angeles, Dallas, Atlanta and Chicago. He observed that this step "sets at rest rumors that the distribution side of AAP was for sale."

In addition, Mr. Hyman said, AAP has plans for the production of films for both television and theatrical exhibition. He added that he will announce details of these plans before the end of the year.

Bardahl Buys 'File' in 30

BARDAHL Mfg. Corp. (auto lubricants and oil additive), Seattle, has purchased Guild Films' *Confidential File* for tv showing in 30 major markets on an alternate week sponsorship basis. The firm also will use a spot schedule in secondary markets. Time and program costs for the campaign will total $500,000. Agency is Miller, Mackay, Hoeck & Hartung, Seattle.

Follow-Through Service Announced by Bonded Tv

THREE MONTHS research has culminated in a new after-production film service for agencies and producers being offered by Bonded Tv Film Service, New York. Under the plan, the agency receives a one-price, single-packaged source for handling of all after-production details involving filmed commercials with the producer still maintaining complete control of the quality.

"With thousands of spots being produced annually and going out to hundreds of tv stations daily, this chore has developed into an important aspect of agency operations," the company stated. Don McClure, Bonded general sales manager, and Chester Ross, president, conducted the preliminary study behind the plan.

Response to the new service has been overwhelmingly favorable, Mr. McClure stated. One definite agency commitment is expected shortly and at least five others have expressed willingness. Also, 18 producers are participants.

Complete services which the plan will cover include follow-through of lab order, quality check of release prints, separation and mounting, packing, labeling, shipping, necessary materials and print record control. The plan will be coordinated so that agencies and producers will be able to get a full report on the status of an order at any time.

Telefilm Library Formed By Barry & Enright, Kapit

FORMATION of International Telefilm Library, New York, as a stock film library service was announced last week by Barry & Enright Productions, New York. The new company is a combination of B&E and Elbert S. Kapit, who has been in the stock film field for many years.

Mr. Kapit's library is said to consist of five million feet of film dating back to about 1900 with an index file of 500,000 references. A three-fold program is planned for the new company: Sale of stock shots to existing shows; suggestion of features, utilizing film in the library, to current tv programs, and creation of shows that would utilize the library's stock footage.

Pheelan Adds New Service For Independent Producers

RAYMOND A. PHEELAN, managing director of Pheelan Productions, tv feature and commercial film subcontractor, has launched a third co-production service for independent producers in New York.

The Pheelan system, which allows tv and film producers to utilize the company's equipment while contributing their talent, already operates two subsidiaries: Screen Tests to Order and Stock Shots to Order. The third service will provide independent producers with "one of the few" CinemaScope cameras and equipment on the east coast, Mr. Pheelan announced.

Lewis & Martin Films Inc. Reports 60% Sales Increase

LEWIS & MARTIN Films Inc., Chicago, has reported a 60% increase in dollar volume from production of tv films the past 12 months and an upswing in the use by advertisers of animation for commercials.

A report on the company's financial status was given to shareholders at a meeting the past fortnight, according to Herschell Lewis, gen-

Ven Marshall is Flint's top news voice on Flint's top-rated morning newscasts over WFDF. His assured, authoritative delivery is backed by WFDF's full-time local news bureau. That means when Ven takes the air he has something to talk about, because Flint's only radio news staff breaks stories hours (even days) ahead of any other news source. Ven's listeners know it's good reporting, and they come back for more, morning after morning. His sponsors know it sells. It can work for you. Phone Katz now.

Flint listens when Ven Marshall reports the local news on

wfdf

flint, michigan

REPRESENTED NATIONALLY BY THE Katz Agency

NBC Affiliate

Associated with: WFBM & WFBM TV Indianapolis—WOOD & WOOD TV-Grand Rapids —WTCN & WTCN TV Minneapolis-St. Paul.

SPECIAL TV CHRISTMAS FILM PACKAGE

for unlimited showing during Christmas week

NIGHT BEFORE CHRISTMAS
(11 Minutes)

CHRISTMAS RHAPSODY
(11 Minutes)

CHRISTMAS THROUGH THE AGES
(13 Minutes)

SANTA AND THE FAIRY SNOW QUEEN
(26 Minutes)

Unlimited telecasts during Christmas week of all four of these fine Encyclopaedia Britannica Films can be yours for just 50% of your one time national Class A one hour rate.*

This Encyclopaedia Britannica Film special TV Christmas package is offered on an exclusive market basis subject to prior sale. Because of the strictly seasonal nature, no audition prints will be available and no orders may be accepted after December 7. The universally well known and respected names of Encyclopaedia Britannica Films and Associated Program Service assure your complete satisfaction. There are no finer films of this type available anywhere.

To avoid disappointment, phone, wire or return the coupon below by air mail special.

* Minimum charge: $175.00.

CHRISTMAS PACKAGE RESERVATION
TO: ASSOCIATED PROGRAM SERVICE
221 FOURTH AVE.,
NEW YORK, N. Y.

We want the Encyclopaedia Britannica package for our station. Please rush contract for our approval. I understand this offer is subject to prior sale.

Name .....
Title .....
Station .....
Address .....
City .....

eral manager of the Chicago film operation. "Three years ago animation accounted for about 10% of our television volume," Martin Schmidhofer, president of L&M, stated. "Today the figure is closer to 40%." Lewis & Martin produces the bulk of its animation in color for dual television and theatre-trailer use, he pointed out.

Shareholders also were told by Lou Kravitz, L & M sales manager, that tv has not killed off trailers as a profitable means of advertising but rather has helped the advertiser obtain more from his commercial films.

Screen Gems Hires Five Men As Associates to Producers

UNDER a new personnel policy "designed to develop producers and other key executives for its rapidly expanding production program," Screen Gems has engaged five men to serve as associates to present producers.

They are Randy Myers, director-producer KJEO (TV) Fresno, Calif.; Robert Wechsler, associate director-producer at NBC, New York; Robert Marx, from CBS Television, Hollywood; Leonard Shafitz, assistant producer at Allied Artists, and Robert Loeb, announcer-producer at KISW (TV) Seattle, Wash. They will aid Irving Starr and Joe Hoffman on *Ford Theatre*, David Stephenson and William Sackheim on *Celebrity Playhouse*, and Lou Breslow on the *Damon Runyon Theatre*.

TCF Tv to Erect Sound Stage

AS PART of its continuing expansion program, TCF Television Productions will erect a new scoring and re-recording stage in Hollywood to cost approximately $575,000, it was announced by Irving Asher, general manager of 20th Century-Fox television activities. The two-story 60-by-130-foot stage will be erected at the corner of North St. Andrews Pl. and De Longpre Ave. Construction will start before Dec. 1.

FILM PEOPLE

Kadoza Worthy, head of accounting, Sterling Television Co., N. Y., appointed comptroller.

Tom Rook, creative director on production staff of Filmack Studios, Chicago, appointed tv sales representative of firm.

Charles D. McNamee, former account executive with studio films, has been appointed southern sales representative for National Telefilm Assoc. serving Alabama, Florida, Georgia, Louisiana, South Carolina, Tennessee, Arkansas, Mississippi and North Carolina from Memphis headquarters.

Jack Robinson, *Dragnet* writer, and **Seleeg Lester,** Peabody tv drama award winner, to Warner Bros. tv production unit, Burbank, Calif., for ABC-TV *Warner Bros. Presents* shows.

George Lynn, N. Y. Port Authority promotion department, to account executive with Cellomatic Corp., developer of live animation technique for tv and sales presentations.

William Burnham, sales vice president, Transfilm Inc., N. Y. promotion firm, elected selectman in Weston, Conn. Mr. Burnham and two other selectmen discharge duties ordinarily carried out by a mayor.

Bruce J. Thomas, WHIO-TV Dayton, Ohio, to Walter Harrison Smith Productions, N. Y., as associate producer.

Jansky & Bailey, General Communication Trade Stock

AFFILIATION of Jansky & Bailey Inc. with General Communication Co., Boston, through a tax-free interchange of stock of the two corporate entites, was announced last Thursday.

In a letter to broadcast and television clients, C. M. Jansky Jr., chairman of the board, and Stuart L. Bailey, president, said the arrangement involves no change in the corporate structure of Jansky & Bailey Inc. and no change in the management of the company or the professional policies it has established during the past quarter century. Each company thus will maintain its independent status, with no interchange in personnel, since the operations complement each other.

General Communication Co. manufactures and sells electronic equipment, including electromagnetic switches, coaxial switches, electronic test units, pulse modulators, power supplies, signal generators and related products. A substantial percentage of its products, Messrs. Jansky and Bailey advised their clients, are sold to the government and the balance to industrial organizations.

J&B, the letter pointed out, has rendered to clients service in three general categories: (1) radio consulting services to television and radio broadcast stations, (2) systems engineering, operations research and radio allocation engineering for a wide variety of nonbroadcast clients, and (3) applied research and development work on electronic and radio devices and systems. The affiliation with GCC, they said, "will serve to increase the ability of both organizations to function in their respective fields."

Telecommunications Division Added by Gruen & Associates

ADDITION of a telecommunications division to its existing services as planners, architects and engineers has been announced by Victor Gruen & Associates.

The new division will be under the direction of Dr. Walter J. Duschinsky, who planned and designed the basic communications concepts of the United Nations headquarters building in New York and several tv stations throughout the nation. Assistance will be offered in creating new television and radio stations as well as in setting up telecommunications aspects of such projects as shopping centers and department stores.

The Gruen firm has headquarters in Los Angeles and offices in San Francisco, Detroit, Minneapolis, and New York.

Morgan Joins Gelb

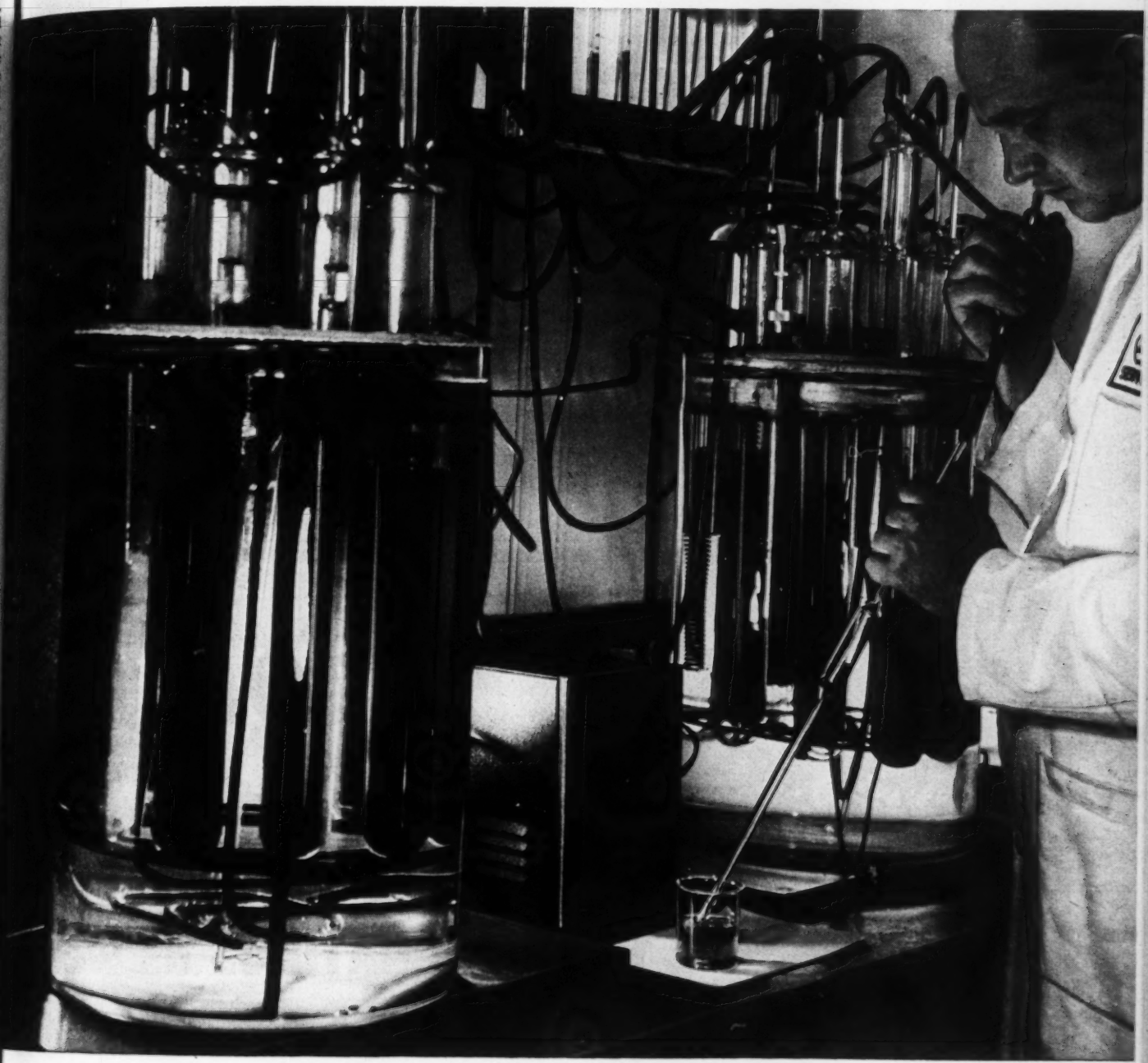
GENE MORGAN, formerly with KGIL San Fernando, Calif., has joined the Walter Gelb advertising and public relations firm as a partner, and the name of the organization has been changed to Gelb & Morgan, Advertising and Public Relations. The firm is located at 5902 Van Nuys Blvd., Van Nuys, Calif.

Mr. Morgan, in radio and television work 10 years, headed the sales department at KGIL for the past three years.

PROFESSIONAL SERVICE PEOPLE

Dana Kavanagh Bailey, National Bureau of Standards, to Page Communications Engineers Inc., Washington, D. C., as scientific director.

GOING PLACES *into a drop of oil with Cities Service...*



Cities Service researchers enter the minute world of the molecule and come out with new and better products . . . for example, 5-D Premium gasolene and 5-D Koolmotor oil. The superior performance of these new products has boosted sales of Cities Service gasolenes at double the rate of industry demand.

CITIES SERVICE

A Growth Company

Number 15 of a series

FCC, NETWORKS DISCUSS PROBE PLANS

Four-man Commission committee and investigation staff chief Barrow conferred with representatives of four networks last Monday.

THE SCOPE, depth and tenor of the FCC's inquiry into network-affiliate relations will be determined shortly by its Network Investigating Committee following informal discussions with top echelon network representatives last week.

While no formal expressions were made following the meetings, it is understood that the four-man FCC committee will give to its special staff, headed by Dean Roscoe L. Barrow, a directive to cover the scope of the inquiry, authorized by Congress at the last session through a special $80,000 appropriation. The FCC's study, designed to update the 1941 monopoly regulations which applied only to radio, constitutes one facet of the overall Senate Interstate Commerce Committee inquiry into the whole subject of communications regulation.

At the three-hour Monday afternoon session, presided over by Chairman George C. McConnaughey, were fellow commissioners Rosel H. Hyde, Robert T. Bartley and John C. Doerfer, and Dean Barrow. Brig. Gen. David Sarnoff, RCA-NBC chairman, and Sylvester L. (Pat) Weaver, president of NBC; CBS Inc. President Frank Stanton and Vice President Richard S. Salant; ABC's President Robert E. Kintner, and MBS' Executive Vice President John Poor participated for the networks. It is understood Mr. Kintner previously had been advised that only one executive from each network could attend.

The precise focus and direction of the inquiry were not determined at the virtually unprecedented meeting, so far as could be ascertained. Chairman McConnaughey indicated that there was no intention of disrupting normal network operations in the quest for data. But network representatives asserted that network profits, compensation to affiliates, talent and other contracts would enter into areas involving disclosure of confidential information and likewise would place a burden upon their staffs.

There was a disposition to question the need for much of the material requested and the point was repeatedly raised as to what such data would prove.

While the inquiry is designated to cover network operations in both radio and tv, emphasis was placed upon the visual medium. One representative questioned the presence of Mutual at the conference, notably since it is not in the television network field but is identified with tv syndication and does have tv stations affiliated with other networks.

Midland Asks FCC Approval To $700,000 KFEQ-AM-TV Buy

APPLICATION for FCC approval of the more than $700,000 purchase of KFEQ-AM-TV St. Joseph, Mo. [B•T, Aug. 15], was filed last week. Price was $550,000 plus assumption of over $150,000 in liabilities.

Asking for the assignment of license from Barton Pitts to Midland Broadcasting Co. were Midland principals Kenyon Brown, broadcaster, Harry Lillis (Bing) Crosby, entertainer, and George L. Coleman, automobile dealer. Messrs. Kenyon, Crosby and Coleman, equal partners in the applicant, also are associated in ownership of KGLC Miami, Okla.

KFEQ, founded in 1923, operates on 680

Buttered Side

THE distorted picture of newspaper profits which occurs when income from radio-tv stations under common ownership are lumped in financial reports with newspaper earnings has moved at least one publisher-station owner to take corrective action.

Here's one of the reasons given by the Register & Tribune Co. (Cowles interests), Des Moines, in an application to the FCC requesting authorization to distribute all capital stock among shareholders in the publishing firm:

"To improve employe-customer relations by removing the apparent overstatement of newspaper profits heretofore encountered by the inclusion of dividends from radio and television operations."

The Register & Tribune Co. publishes the *Des Moines Register* and *Tribune*, *Minneapolis Star* and *Tribune* and *Look* magazine. Cowles includes among its interests KRNT-AM-FM-TV Des Moines; WCCO - AM - TV Minneapolis; KTVH (TV) Hutchinson, Kan.; KVTV (TV) Sioux City, Iowa, and WNAX Yankton, S.D.

1st Station in Saginaw!

...and the 1st in RATINGS as well!

SAGINAW'S NBC AFFILIATE

represented by HEADLEY REED

SAVE up to 15%

By buying any 2 or more of these powerful stations.

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WKMH ... Dearborn—Detroit
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That's Why Everyone Tunes To

WSAM

SAGINAW, MICH.

Fred A. Knorr, Pres.
Vincent Picard, Sales Manager

KNORR Broadcasting Corporation

kc, 5 kw and is affiliated with MBS. KFEQ-TV, on ch. 2 with 52 kw visual, 26 kw aural, has been on the air since 1953 and is affiliated with CBS-TV. Both stations are represented by Headley-Reed.

Officers of Midland are Mr. Brown, president; Mr. Crosby, vice president; Mr. Coleman, vice president, and Paul A. O'Bryan, secretary-treasurer. Mr. O'Bryan is senior partner in Dow, Lohnes & Albertson, Washington law firm.

Mr. Brown is 33 1/3% stockholder of KWFT-AM-TV Wichita Falls, Tex., and 49% stockholder of KBYE Oklahoma City. He also is president of Vitapix Corp.

Negotiations are in progress for the sale of ch. 6 KWFT-TV to Syd Grayson, Nat Levine (KSYD Wichita Falls) and associates for $825,000 [CLOSED CIRCUIT, Nov. 7].

The KFEQ sale was negotiated through Kidder-Peabody & Co., station brokers.

FCC MAY END RULE ON 'RECORDED' TAG

Commission calls for rule-making on NARTB, ABC recommendations that programs need not be identified as recorded under certain conditions.

THE FCC has opened the way for a drastic revision of its regulation requiring that recorded programs be announced as such.

It asked for comments by Dec. 15 on two proposals pending before it to change the rules to relax the mechanical recording announcement rule.

An NARTB rule-making petition, filed last January, recommended that announcements identifying a program as recorded be limited to those programs where the element of time is significant.

ABC requested last June that the provisions permitting the waiver of such announcements for delayed broadcasting during daylight saving time be extended where delayed broadcasts are used because of time differentials.

The NARTB proposal called attention to the strides made in recording fidelity and to the "more sophisticated" audiences today. It said that no deception would be practiced on the public by the omission of the present requirements, and that "rule-of-reason" be applied.

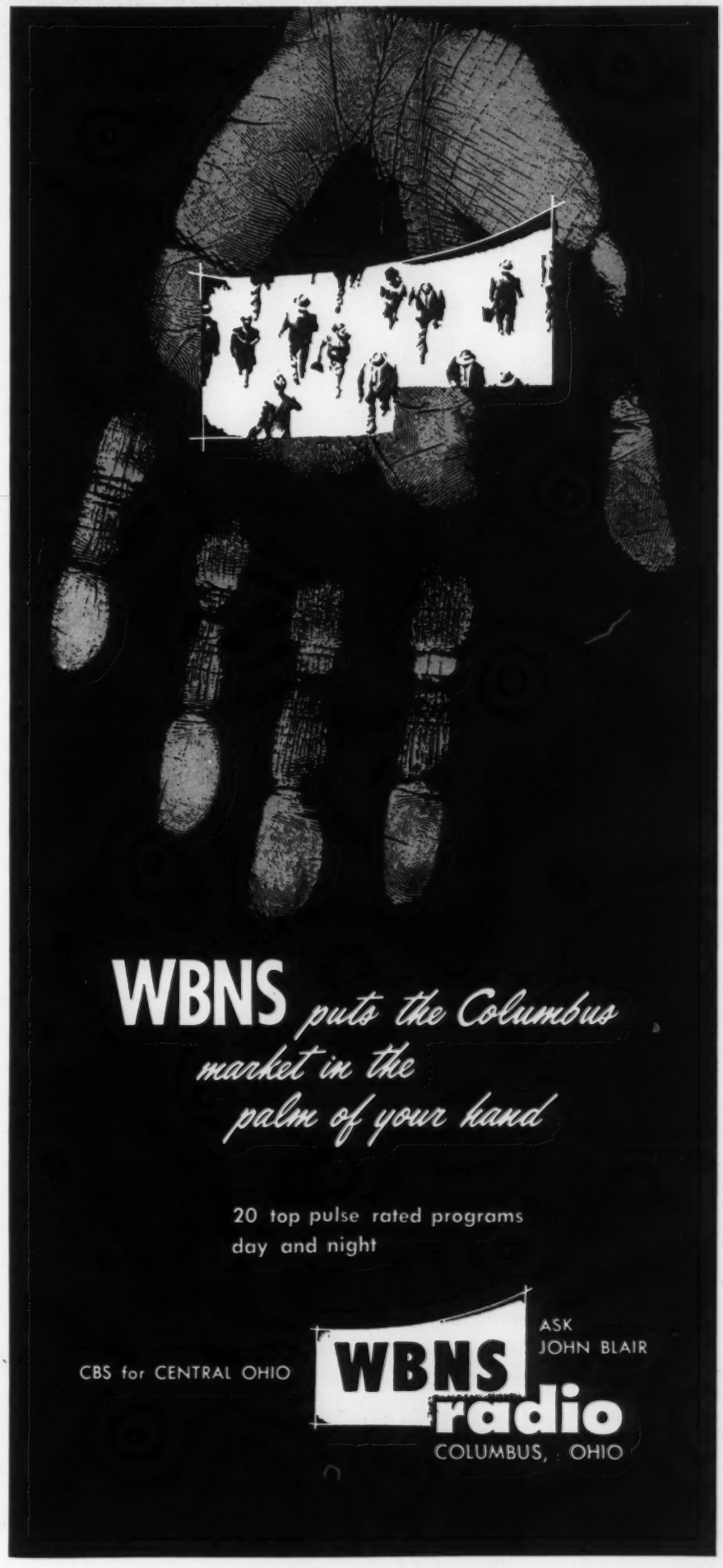
The public is more concerned with quality and content than with the method by which the programs reach it, NARTB said.

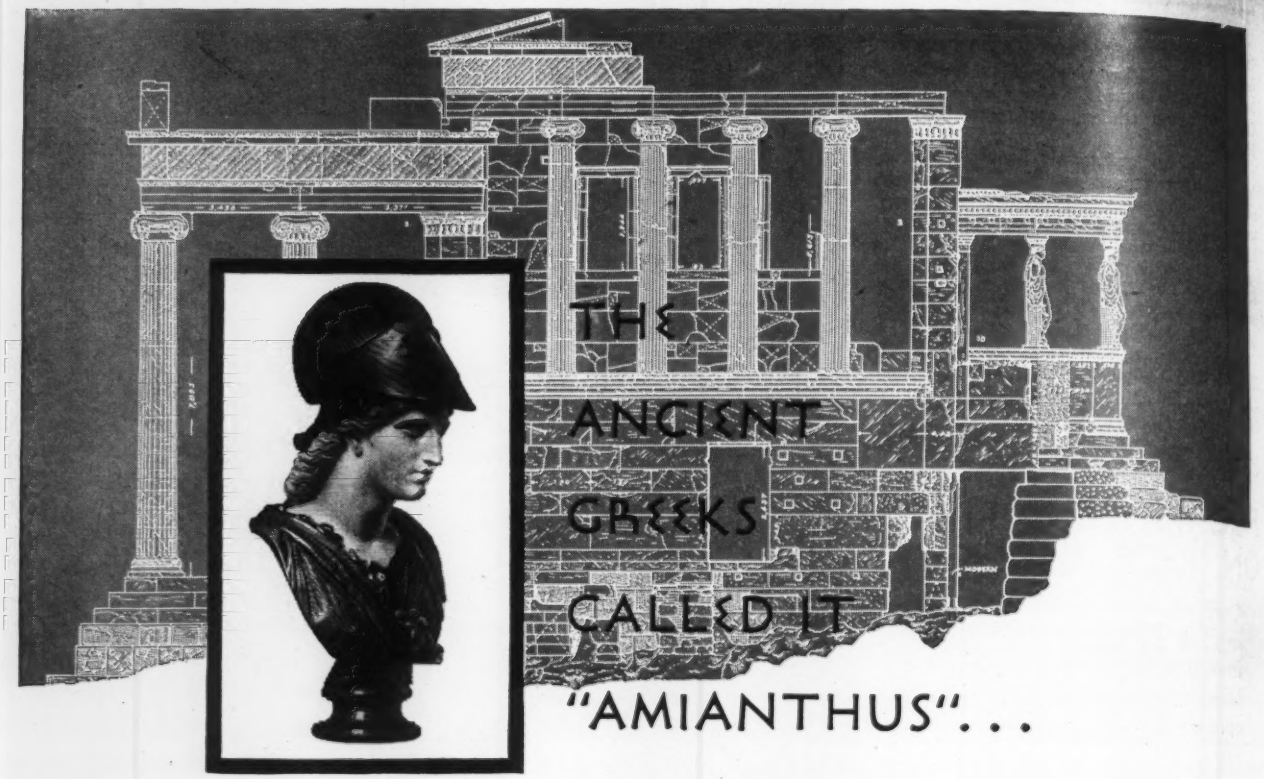
ABC called attention to the fact that the present waiver of the recorded announcement provision for daylight saving months has been in existence eight years. The public has benefited from the elimination of needless repetition of the announcements that a particular program is transcribed and presented one hour later, ABC said.

The present regulation requires that radio stations announce that a program is transcribed at the beginning, at each 30-minute interval and at the conclusion of a program. Where a program is less than 30 minutes, but longer than five minutes, the "this has been a recorded announcement" identification must be broadcast at the beginning and end of the program. Where the program is five minutes or less, the recorded announcement must be given at the beginning. Programs of one minute or less are exempt from this requirement.

Also exempted are mechanically recorded

(Government continues on page 83)


WBNS puts the Columbus market in the palm of your hand
20 top pulse rated programs day and night
CBS for CENTRAL OHIO
WBNS radio
COLUMBUS, OHIO
ASK JOHN BLAIR



...WE KNOW IT AS ASBESTOS, the naturally fibrous mineral which has the appearance of silk and cotton, yet will not burn.

One of the earliest references to asbestos was in the description of the golden lamp by the Greek sculptor Callimachus which burned before the statue of Minerva in Athens. The lamp, made about 430 B.C., had a wick "of Carpasian flax, which alone of all other things is inconsummable by fire."

Research indicates that "Carpasian flax" was asbestos fibre. Asbestos, in those ancient days, was very rare and the Roman historian, Pliny, refers to it as "equal in value to the finest pearls."

Today asbestos, while no longer so rare, has become one of man's most useful minerals, serving him a thousand different ways.

In the past 100 years a vast industry has grown up in the mining of asbestos fibre and its fabrication into an enormous variety of essential products. These include industrial insulations; brake linings and friction materials; roofing materials, floor tile and other building materials; textiles; packings and gaskets; water and sewer pipe and electrical conduit . . . to name some major uses.

Johns-Manville, with nearly a century of experience in the manufacture of asbestos products, is also the world's largest producer of asbestos fibre. Our mines in Canada serve manufacturers in the United States and the world over.

If you would like information, pictures, or research aid on asbestos, or any phase of asbestos exploration, mining or manufacturing, phone Johns-Manville's Public Relations Department, at LExington 2-7600.

Johns-Manville, 22 East 40th Street, New York City

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN OCTOBER

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [advertiser] Theatre) for real program names.

NEW YORK — SEVEN-STATION MARKET

1. Guy Lombardo (MCA-TV)	Thurs.	7:00	WRCA-TV	12.3
2. Science Fiction Theatre (Ziv)	Fri.	7:00	WRCA-TV	11.6
3. Sherlock Holmes (UM & M)	Mon.	7:00	WRCA-TV	10.9
4. Superman (Flamingo)	Mon.	6:00	WRCA-TV	10.1
Gene Autry (CBS Film)	Sat.	7:00	WCBS-TV	10.1
6. D. Fairbanks Presents (ABC Film)	Wed.	10:30	WRCA-TV	9.1
7. Texas Rangers (Screen Gems)	Sat.	11:30	WCBS-TV	8.6
8. City Detective (MCA-TV)	Sun.	9:30	WPIX	8.3
9. Looney Tunes (Guild)	M.-F.	6:30	WABD	7.7
10. Dangerous Assignment (NBC Film)	Fri.	10:30	WABC-TV	7.4

LOS ANGELES — SEVEN-STATION MARKET

1. Badge 714 (NBC Film)	Sat.	7:30	KTTV	21.2
2. Amos 'n' Andy (CBS Film)	Sun.	5:30	KNXT	17.9
3. Confidential File (Guild)	Sun.	9:30	KTTV	17.6
4. Waterfront (MCA-TV)	Tues.	7:30	KTTV	17.5
5. Life with Father (Guild)	Fri.	7:00	KNXT	16.4
Superman (Flamingo)	Sat.	7:00	KTTV	16.4
7. My Little Margie (Official)	Mon.	7:30	KTTV	16.3
8. Annie Oakley (CBS Film)	Thurs.	7:00	KTTV	15.9
9. Amos 'n' Andy (CBS Film)	Tues.	7:00	KNXT	14.3
10. Science Fiction Theatre (Ziv)	Tues.	8:00	KTTV	13.7

MINNEAPOLIS-ST. PAUL — FOUR-STATION MARKET

1. Mr. District Attorney (Ziv)	Thurs.	9:30	KSTP-TV	29.7
2. I Led Three Lives (Ziv)	Tues.	8:30	KSTP-TV	25.1
3. Badge 714 (NBC Film)	Mon.	9:30	KSTP-TV	21.2
4. Bandstand Review (Paramount)	Sat.	9:00	KSTP-TV	21.0
5. Life of Riley (NBC Film)	Sun.	9:00	KSTP-TV	19.1
6. Lone Wolf (MCA-TV)	Sun.	8:30	WCCO-TV	18.4
7. Science Fiction Theatre (Ziv)	Fri.	9:00	WCCO-TV	18.2
8. City Detective (MCA-TV)	Wed.	8:30	KSTP-TV	17.1
9. Studio 57 (MCA-TV)	Wed.	9:30	KSTP-TV	16.8
Follow That Man (MCA-TV)	Fri.	9:30	KSTP-TV	16.8

SEATTLE-TACOMA — FOUR-STATION MARKET

1. Life of Riley (NBC Film)	Thurs.	7:30	KING-TV	35.5
2. Badge 714 (NBC Film)	Fri.	9:30	KING-TV	27.2
3. Waterfront (MCA-TV)	Fri.	8:30	KOMO-TV	25.3
4. Wild Bill Hickok (Flamingo)	Thurs.	6:00	KING-TV	24.0
5. Liberace (Guild)	Mon.	7:30	KING-TV	23.7
6. Superman (Flamingo)	Tues.	6:00	KING-TV	23.6
7. Cisco Kid (Ziv)	Sun.	6:00	KOMO-TV	22.9
Eddie Cantor (Ziv)	Wed.	8:30	KING-TV	22.9
9. Mr. District Attorney (Ziv)	Fri.	9:00	KING-TV	22.1
10. Annie Oakley (CBS Film)	Fri.	6:00	KING-TV	21.7

CHICAGO — FOUR-STATION MARKET

1. Mayor of the Town (MCA-TV)	Sat.	10:00	WNBQ	21.9
2. Science Fiction Theatre (Ziv)	Sat.	10:30	WNBQ	17.1
3. Racket Squad (ABC Film)	Tues.	8:30	WGN-TV	12.6
4. Annie Oakley (CBS Film)	Sun.	2:00	WBKB	12.3
5. Amos 'n' Andy (CBS Film)	Fri.	9:30	WBKB	12.1
6. Badge 714 (NBC Film)	Tues.	8:00	WGN-TV	12.0
7. Liberace (Guild)	Wed.	9:30	WGN-TV	11.9
8. Death Valley Days (McC.-Erick'n.)	Mon.	10:00	WBKB	11.1
9. Superman (Flamingo)	Sat.	5:00	WBKB	10.9
10. Highway Patrol (Ziv)	Thurs.	9:00	WBKB	10.0

WASHINGTON — FOUR-STATION MARKET

1. Waterfront (MCA-TV)	Tues.	9:30	WTOP-TV	20.2
2. Boston Blackie (Ziv)	Tues.	10:00	WTOP-TV	17.5
3. Mr. & Mrs. North (Loveton)	Wed.	10:00	WTOP-TV	17.4
4. Superman (Flamingo)	Tues.	6:00	WRC-TV	16.6
5. I Led Three Lives (Ziv)	Mon.	9:30	WRC-TV	15.2
6. Amos 'n' Andy (CBS Film)	Tues.	6:30	WTOP-TV	13.7
7. Buffalo Bill Jr. (CBS Film)	Sat.	10:30	WRC-TV	13.6
8. Confidential File (Guild)	Thurs.	9:00	WMAL-TV	12.7
9. Annie Oakley (CBS Film)	Fri.	6:00	WTOP-TV	12.6
10. Wild Bill Hickok (Flamingo)	Thurs.	6:00	WRC-TV	12.3

ATLANTA — THREE-STATION MARKET

1. Science Fiction Theatre (Ziv)	Tues.	9:30	WAGA-TV	27.7
2. Racket Squad (ABC Film)	Sun.	10:00	WSB-TV	24.2
3. Secret File, USA (Official)	Sat.	10:00	WSB-TV	22.3
4. Amos 'n' Andy (CBS Film)	Sun.	6:00	WAGA-TV	21.7
5. Mr. District Attorney (Ziv)	Fri.	10:00	WAGA-TV	21.5
6. Wild Bill Hickok (Flamingo)	Thurs.	6:00	WLWA	20.9
7. Kit Carson (MCA-TV)	Tues.	6:00	WLWA	20.7
8. Ellery Queen (TPA)	Wed.	10:00	WAGA-TV	20.5
9. City Detective (MCA-TV)	Sat.	10:30	WSB-TV	19.1
10. Studio 57 (MCA-TV)	Tues.	10:30	WSB-TV	18.7

CLEVELAND — THREE-STATION MARKET

1. Badge 714 (NBC Film)	Fri.	10:00	WXEL	33.6
2. Passport to Danger (ABC Film)	Tues.	9:30	WXEL	23.4
3. Follow That Man (MCA-TV)	Fri.	9:30	WEWS	21.3
4. Annie Oakley (CBS Film)	Sat.	6:30	WXEL	19.6
5. Captured (NBC Film)	M.-F.-S.	10:30	WXEL	18.2
6. Waterfront (MCA-TV)	Wed.	6:00	WNBK	15.4
7. Liberace (Guild)	Wed.	8:00	WEWS	15.1
8. Cisco Kid (Ziv)	Thurs.	7:00	WXEL	15.0
9. Amos 'n' Andy (CBS Film)	Fri.	6:00	WNBK	14.4
10. Hopalong Cassidy (NBC Film)	Sat.	6:00	WXEL	14.0

BOSTON — TWO-STATION MARKET

1. Man Behind the Badge (MCA-TV)	Sun.	10:30	WNAC-TV	25.2
2. Boston Blackie (Ziv)	Fri.	10:30	WNAC-TV	24.9
3. Mr. District Attorney (Ziv)	Tues.	10:30	WNAC-TV	23.9
4. I Led 3 Lives (Ziv)	Mon.	7:00	WNAC-TV	20.8
5. Superman (Flamingo)	Fri.	6:30	WNAC-TV	19.3
6. Studio 57 (MCA-TV)	Tues.	10:30	WBZ-TV	16.9
7. Wild Bill Hickok (Flamingo)	Tues.	6:30	WNAC-TV	16.8
8. Lone Wolf (MCA-TV)	Sat.	10:30	WNAC-TV	16.5
9. Buffalo Bill Jr. (CBS Film)	Sat.	11:30	WNAC-TV	15.6
10. Badge 714 (NBC Film)	Wed.	6:30	WNAC-TV	15.4

DAYTON — TWO-STATION MARKET

1. Man Behind the Badge (MCA-TV)	Fri.	9:30	WHIO-TV	32.5
2. Waterfront (MCA-TV)	Sat.	9:30	WHIO-TV	22.7
3. Science Fiction Theatre (Ziv)	Sat.	10:00	WLWD	22.1
4. Mr. District Attorney (Ziv)	Mon.	9:30	WLWD	21.1
5. Badge 714 (NBC Film)	Sat.	10:30	WHIO-TV	20.4
6. Kit Carson (MCA-TV)	Sun.	5:00	WLWD	20.2
7. I Led 3 Lives (Ziv)	Tues.	8:00	WHIO-TV	19.0
8. Racket Squad (ABC Film)	Tues.	10:15	WHIO-TV	18.6
9. Soldiers of Fortune (MCA-TV)	Sun.	6:00	WLWD	14.3
Follow That Man (MCA-TV)	Sun.	10:15	WHIO-TV	14.3

TWO GREAT NEW

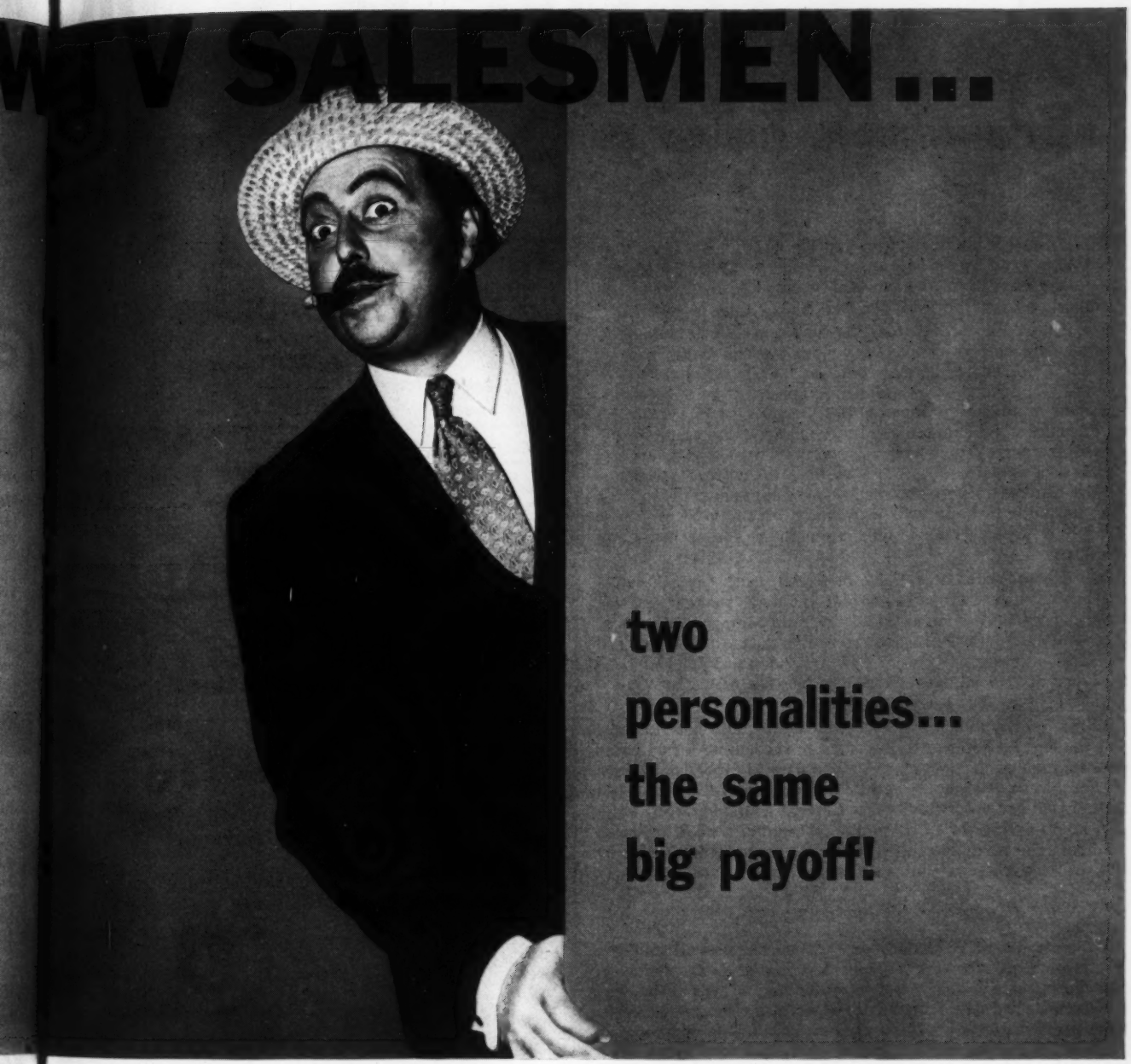
STEVE DONOVAN, WESTERN MARSHAL *starring Douglas Kennedy*

A rugged new Western star in 39 half-hour films of thundering action for youngsters and adults.

Star personalities head up these two new audience-pulling programs for your exclusive local sponsorship in your markets. Early ratings prove both shows have what it takes to bring in large audiences even against tough network competition.

And you get unprecedented merchandising rights at no additional cost. Use the name and character of Steve Donovan, Western Marshal, and The Great Gildersleeve to sell for you.

2 TV SALESMEN...



two personalities... the same big payoff!

THE GREAT GILDERSLEEVE ***starring Willard Waterman***—A favorite comedy star and program for the whole family. After 13 years as a top radio success, now even better in 39 half-hour TV films.

Put these great salesmen to work selling *your* products. For complete details and prices for your markets, phone, wire or write today.

NBC FILM DIVISION

serving ***all*** *stations... serving* ***all*** *sponsors*

30 Rockefeller Plaza, New York 20, N. Y.; Merchandise Mart, Chicago, Ill.; Sunset & Vine, Hollywood, Calif. In Canada: RCA Victor, 225 Mutual St., Toronto; 1551 Bishop St., Montreal.

FILM: IT'S ON

B•T'S CONTINUING SURVEY OF U.S. TELEVISION OUTLETS SHOW

IN THE six-month interval between spring and fall 1955 the time devoted each week by the average U. S. television station to film programs has risen from 32 hours and 38 minutes to 42 hours and 40 minutes, or from 36.8% of the station's air time to 45.0%.

Those figures are derived from the replies of 117 tv stations to a questionnaire sent to all operating video stations in the country asking for a breakdown of their time on the air for the week of Oct. 9-15, 1955, and from a similar breakdown for the tv networks. The station time analysis showed that the average tv station devotes 32 hours and 8 minutes a week to non-network film or 34.0% of its total air time. The average station also devotes 46 hours and 45 minutes a week or 49.2% of its time to network programs. Since the networks report that 22.3% of their total programming is film, this adds 10 hours and 32 minutes, on the average, to the station's total weekly hours of film programming, or 42 hours and 40 minutes.

While film programs on tv have been increasing, both in actual hours per week and in percentage of the total tv air time, the average station also has increased its time on the air, the B•T survey shows. In March the average tv station broadcast 88 hours and 42 minutes of programs a week. By October the total had risen to 94 hours and 48 minutes a week, an increase of 6 hours and 6 minutes, or 6.9% over the March total.

Like film programming, network programming also has increased during the interval between spring and fall, accounting for 46 hours and 41 minutes of the average tv station's weekly broadcast hours, or 49.2%, up from 42 hours and 26 minutes, or 47.9%, as of last March. Local live programming has suffered a loss, however, dropping from an average of 19 hours and 14 minutes a week in March to 15 hours and 59 minutes a week in October, or from 21.7% to 16.8% of the average tv station's total air time.

'ON-AIR' HOURS INCREASE

All three types of tv stations—interconnected network affiliate, non-interconnected network affiliate and non-network stations—showed an increase in total hours on the air from March to October. The interconnected network affiliate, which as a class now accounts for the great majority of all tv stations, this fall is operating an average of 98 hours and 9 minutes a week, compared to 94 hours and 12 minutes last spring. The non-interconnected network affiliate's weekly hours on the air have risen from 59 hours and 52 minutes in March to 64 hours and 41 minutes in October. And the independent non-network station's average weekly air time now totals 71 hours and 40 minutes as against 41 hours and 43 minutes last March.

All three classes of tv stations have similarly increased the number of air hours and the percentage of all their time devoted to non-network film program fare. The non-network station naturally averages a greater amount of time—51 hours and 35 minutes—and a larger percentage of its total time—72%—to film than do the stations with network programs available. The non-interconnected affiliate ranks second in use of filmed programming, averaging 41 hours and 31 minutes a week, or 64.2% of the total air time, to this kind of tv programs. Interconnected network affiliates devote the least part of their time to non-network films—30 hours and 24 minutes a week, or 31.0% of their total time—but even that is an increase of more than three hours a week over the 27 hour and 11 minute average for this class of station last March.

Films made specially for showing on tv have increased their share of the average station's time from 12 hours and 12 minutes

THE TV BROADCAST WEEK

FILM—NETWORK—LOCAL

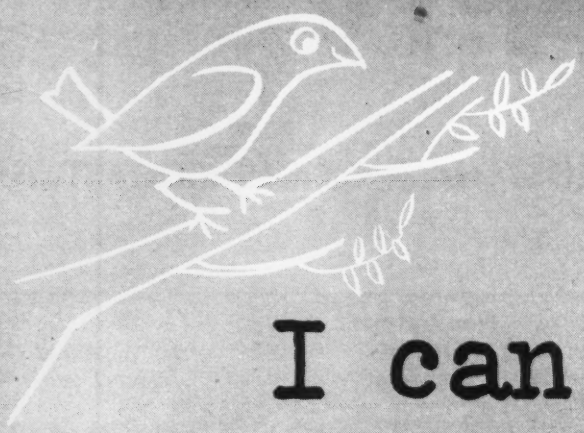
NON-NETWORK FILM PROGRAMS	Total Non-Network Film
	Specially Made for Tv
	Made for Theatrical Showing
NETWORK ORIGINATED PROGRAMS	Total Network Programs
	Off Coaxial Cable or Microwave
	Kine
LOCAL LIVE PROGRAMS	
TOTAL PROGRAMS	Average Total Hours and Minutes on Air Per Week

*Figures for all stations not available for previous years.

THE GAIN IN TV

...HAT FILM PROGRAMS MAKE UP ALMOST HALF OF BROADCAST TIME

Survey Dates	Interconnected Network Affiliates Average		Non-Interconnected Network Affiliates Average		Non-Network Stations Average		All Stations Average	
	No. Hours Per Week	% of Total Hours On Air	No. Hours Per Week	% of Total Hours On Air	No. Hours Per Week	% of Total Hours On Air	No. Hours Per Week	% of Total Hours On Air
10/55	30:24	31.0%	41:31	64.2%	51:35	72.0%	32:08	34.0%
3/55	27:11	28.9%	31:50	53.2%	21:27	51.4%	27:02	30.4%
12/53	23:38	29.7%	22:34	48.3%	18:51	52.6%	*	*
6/53	25:37	27.3%	29:01	54.2%	31:00	60.8%	*	*
10/55	15:18	15.6%	27:31	42.0%	23:05	32.2%	16:24	17.4%
3/55	12:26	13.2%	13:33	22.6%	8:51	21.2%	12:12	13.8%
12/53	9:48	12.3%	8:33	18.3%	7:36	21.2%	*	*
6/53	9:27	10.2%	11:41	21.5%	8:43	17.7%	*	*
10/55	15:06	15.4%	14:20	22.2%	28:30	39.8%	15:44	16.6%
3/55	14:45	15.7%	18:17	30.6%	12:36	30.2%	14:50	16.6%
12/53	13:50	17.4%	14:01	30.0%	11:15	31.4%	*	*
6/53	16:10	17.1%	17:20	32.7%	22:17	43.1%	*	*
10/55	51:49	52.8%	10:06	15.6%			46:41	49.2%
3/55	47:45	50.7%	10:48	18.0%			42:26	47.9%
12/53	39:31	49.6%	11:12	24.0%			*	*
6/53	48:11	51.6%	12:37	23.4%			*	*
10/55	45:26	46.3%					40:24	42.6%
3/55	41:20	43.9%					36:16	41.0%
12/53	31:57	40.1%					*	*
6/53	37:42	40.4%					*	*
10/55	6:23	6.5%	10:06	15.6%			6:17	6.6%
3/55	6:25	6.8%	10:48	18.0%			6:10	6.9%
12/53	7:34	9.5%	11:12	24.0%			*	*
6/53	10:29	11.2%	12:37	23.4%			*	*
10/55	15:56	16.2%	13:04	20.2%	20:05	28.0%	15:59	16.8%
3/55	19:16	20.4%	17:14	28.8%	20:16	48.6%	19:14	21.7%
12/53	16:31	20.7%	12:55	27.7%	17:01	47.4%	*	*
6/53	19:46	21.1%	11:53	22.4%	19:57	39.2%	*	*
10/55	98:09		64:41		71:40		94:48	100.0%
3/55	94:12		59:52		41:43		88:42	100.0%
12/53	79:49		46:41		35:52		*	*
6/53	93:34		53:31		50:57		*	*



I can get a bird

It's quite simple, if you know the trick. All you need is some of my secret potion which is a five-letter word spelled C-H-A-R-M. This powerful stuff does things in an amusing and pleasant way, and the beauty of it is it works so smo-o-o-oth. Yes, it'll get a bird out of a tree, but more important, it will get a customer to listen to your sales talk. That's the stuff that made "Private Secretary" such a smash TV show.

tpa for higher sales through quality programs...

Television Programs of America, Inc.

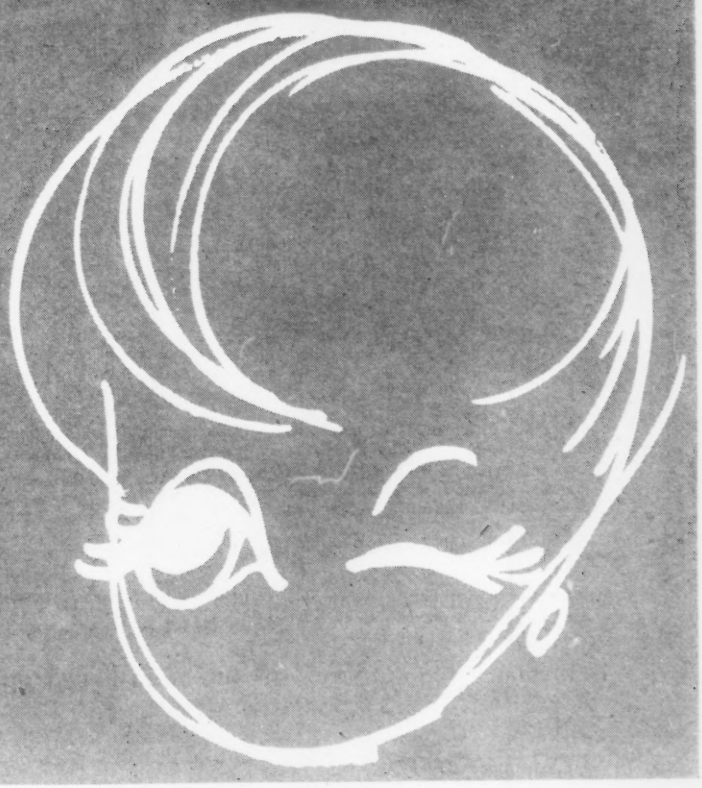
477 Madison Avenue, New York 22, N. Y.
360 North Michigan Avenue, Chicago 1, Ill.
5746 Sunset Boulevard, Hollywood 28, Calif.

down out of a tree!

The warm, easy humor of the show consistently charms the viewers, and puts them in such a warm, receptive mood that they even love to hear the commercials.

Call the TPA man and get the complete information on "Private Secretary" now being offered first-time-off-network under the title of "SUSIE."

SUSIE*



*known on its CBS network run as "Private Secretary", starring Ann Sothern. A Chertok TV production

in March, or 13.8% of the time, to 16 hours and 24 minutes, or 17.4% of the time, in October. Meanwhile, films made originally for showing in theatres have kept at an even level percentagewise—16.6% in both March and October—although increasing their average station time a week from 14 hours and 50 minutes in March to 15 hours and 44 minutes in October.

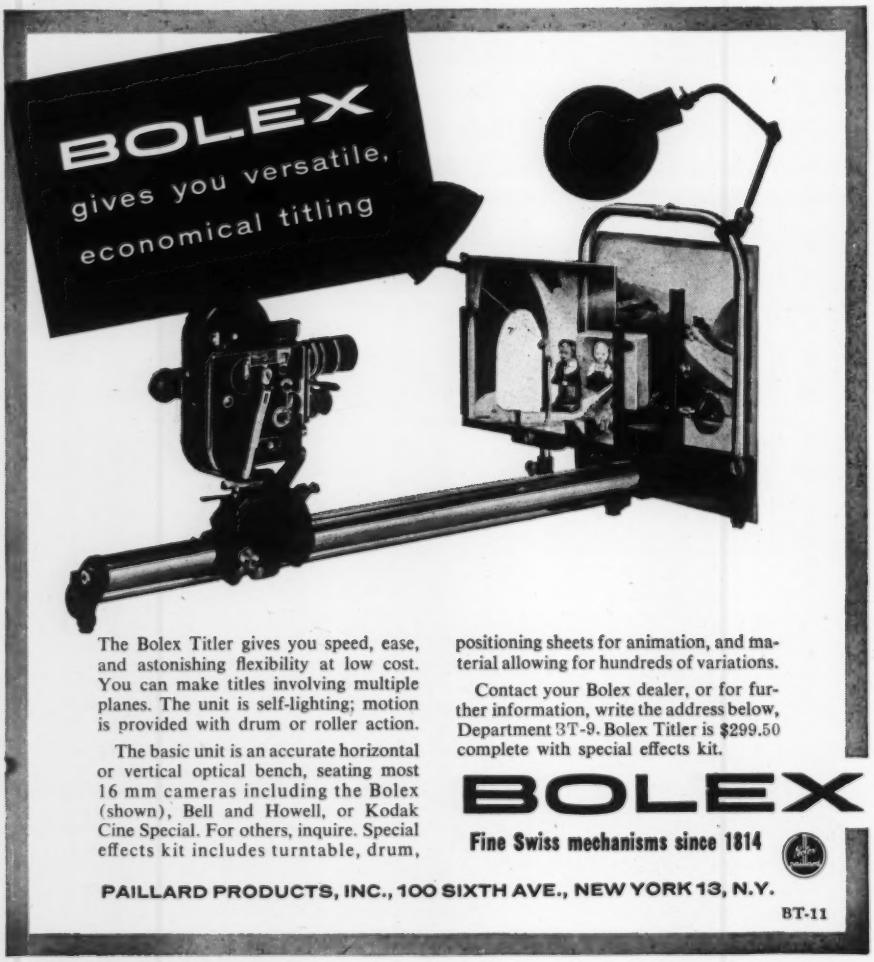
In October, for the first time since B•T began its continuing survey of tv station time distribution in June 1953, the average station devoted more time to film programs made specially for television than to those made originally for use in motion picture houses. Of the three types of tv station, only the non-network stations continue to devote more time to theatrical films than to films made for tv.

The interconnected network affiliates devoted more time and a greater percentage of their total time to network programs in October than in March; the non-interconnected affiliates gave less time and a smaller percentage to network shows than formerly. And all types of stations gave less time and a smaller part of their time to local live programming than before.

DuMont's withdrawal from the tv network field, whatever its long-range effects, had not by October had any adverse influence on the amount of time given by the average station to network programs, 46 hours and 41 minutes a week, 4 hours and 14 minutes more, on the average, than in March.

FILM ON THE NETWORKS

	Survey Dates	FILM No. Hours Per Week	FILM % of Total Hours On Air	LIVE No. Hours Per Week	LIVE % of Total Hours On Air	TOTAL No. Hours Per Week
ABC-TV	10/55	14:30	41.4%	20:30	58.6%	35:00
	3/55	9:30	40.4%	14:00	59.6%	23:30
	12/53	14:45	38.6%	23:30	61.4%	38:15
	6/53	13:45	47.8%	15:00	52.2%	28:45
CBS-TV	10/55	17:15	21.0%	66:45	79.0%	84.00
	3/55	11:30	13.7%	72:30	86.3%	84:00
	12/53	5:50	8.2%	65:55	91.8%	71.45
	6/53	8:00	13.3%	52:00	86.7%	60:00
DuMONT	10/55	Not operating as a network.				
	3/55	0:30	2.5%	19:45	97.5%	20:15
	12/53	0	0	27:30	100.0%	27:30
	6/53	0	0	27:30	100.0%	27:30
NBC-TV	10/55	13:30	16.2%	70:00	83.8%	83:30
	3/55	8:00	8.5%	86:45	91.5%	94:45
	12/53	14:03	20.8%	53:23	79.2%	67:26
	6/53	12:20	18.1%	55:40	81.9%	68:00
ALL TV NETWORKS	10/55	45:15	22.3%	157:15	77.7%	202:30
	3/55	29:30	13.3%	193:00	86.7%	222:30
	12/53	34:38	17.0%	170:18	83.0%	204:56
	6/53	34:05	18.5%	158:10	81.5%	184:15



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BT-11

film maker

ALVIN UNGER

TO ALVIN UNGER selling seems to come almost as naturally as breathing and to be as much a part of him as film is of television.

"We look on our programs as selling vehicles as well as entertainment," says Mr. Unger. "Our business is to sell."

"Our business" is that of the Ziv organizations (Frederic W. Ziv Co., Ziv Television Programs, World Broadcasting System) of which Mr. Unger has been a veteran for 17 years. Early last month, he was placed in charge of Ziv's radio-tv activities in Chicago, with supervision of national, regional and local television program activity, radio shows and WBS properties. Previously, he had been vice president of radio sales for Frederic W. Ziv Co. for eight years.

Mr. Unger has his work clearly blueprinted for him as "sales film maker" in the new Chicago office set up to service Ziv programs and properties purchased out of the Midwest.

A native Cincinnatian (Sept. 29, 1911), Alvin Earl Unger started his career, as he describes it, for Curtis Pub. Co. ("peddling the *Saturday Evening Post* door-to-door"). After taking sales and merchandising courses, he became a shipping clerk and sold ladies ready-to-wear, among other jobs.

Mr. Unger joined Frederic W. Ziv Co. in October 1938 as radio salesman (among properties: *Zingo, Secret Diary, Freshest Thing in Town*). He became sales manager of Ziv's Cincinnati office in 1941 (then went into military service in 1943, returning in December 1945). He was appointed vice president of radio sales in 1947. Mr. Unger moved from Cincinnati to Ziv's New York office in 1948 and returned in 1951.

THEY WILL WATCH FILM

GIVEN THE CHANCE, THAT IS. TAKE KTTV (TV), FOR EXAMPLE

INDEPENDENT tv stations programming syndicated film shows can win audiences despite network competition, according to Sales Vice President John R. Vrba, of KTTV (TV) Los Angeles. The key is to have enough stations to give the viewer a choice, he said in an address to the Ohio Assn. of Radio-Tv Broadcasters last month. Following is a condensation of his remarks.

I UNDERSTAND that I have been selected to discuss how an independent television station can compete against the networks because I come from KTTV in Los Angeles —a town where independent television flourishes and where the rating books seem to be printed upside down.

Now it is true that the viewing patterns which are pretty uniform throughout the country seem completely different in Los Angeles. But today I want to emphasize that Los Angeles' viewing preferences are *just the same* as viewing preferences throughout the country. The viewing preferences are the same but the choice of programs is different. If the audiences in other markets had the same choice of programs as they had in Los Angeles, the rating books would be upside down everywhere else as well.

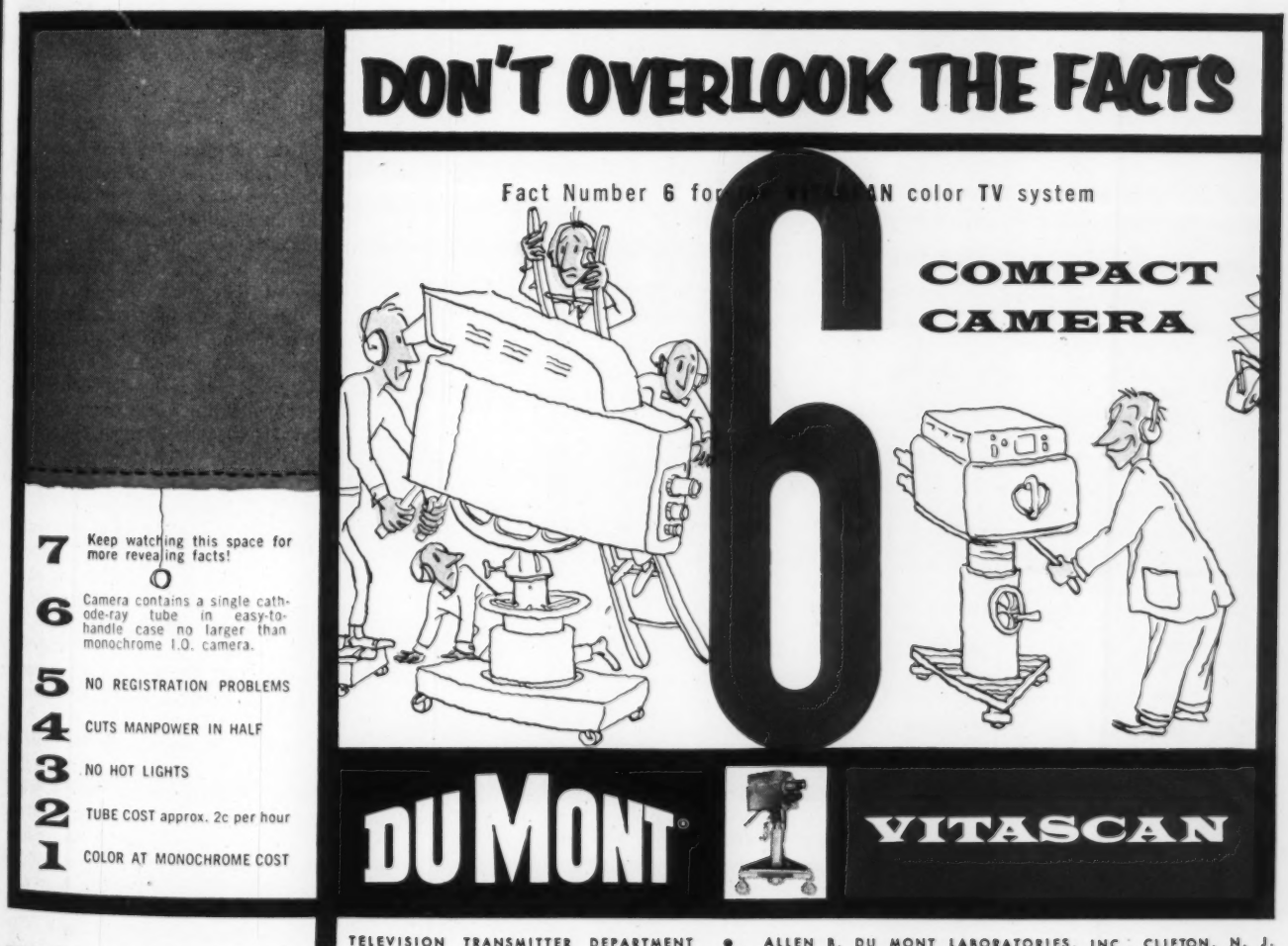
It is our earnest contention that television programs in Los Angeles find their own level on their merits because they have an equal chance to win acceptance from the public. Television in Los Angeles is based upon free competition—the same kind of free competition which is basic to every form of American enterprise except television broadcasting. If your business is motion pictures, or making shoes, or publishing a newspaper, or selling groceries or automobiles, the public's decision as to whether or not they like your product will be based on the quality of that product and the skill with which you merchandise it. But in television, the public may never even have an opportunity to decide whether it likes your program or not, unless you can get a good network time period in which to display that program.

In Los Angeles prime time on three stations is controlled by networks, and only network programs can be sure of access to public viewing in those prime time periods. But Los Angeles has four independent stations which are free to place in prime time periods the programs they think Southern Californians will like. The result reflects a fundamental principle of American enterprise: Any program has equal opportunity to reach the public. The public is then free to decide which programs they like best.

As a result of this simple competitive condition, the popular choices in Los Angeles are tremendously different from popular choices in a controlled market where the public can choose between only two or three network programs.

I have here the current American Research Bureau Rating Book for Los Angeles. Each fall it is customary for the television broadcasting industry to present new programs. This book contains the first inning score on the new season in Los Angeles. It lists seven new programs which have just made their debut for fall: *MGM Parade, It's Always Jan, Gunsmoke, Wyatt Earp, Warner Brothers Presents, The Perry Como Show,* and *Dr. Hudson's Secret Journal.*

Six of these seven are network programs


DON'T OVERLOOK THE FACTS
Fact Number 6 for
N color TV system
6
COMPACT CAMERA
7 Keep watching this space for more revealing facts!
6 Camera contains a single cathode-ray tube in easy-to-handle case no larger than monochrome I.O. camera.
5 NO REGISTRATION PROBLEMS
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whose broadcast hour was determined on a network basis. One of them is a program which did not get a network release and is therefore in syndication on a spot basis. In most cities in the United States, if it is on the air at all, it will probably occupy a fringe time period when a great proportion of the viewing public will not be there to see it. But in Los Angeles it is placed in a prime time period on an independent station at 9 o'clock Sunday.

In this green book that rates the new fall programs in Los Angeles, the top rated program, and by a considerable margin, is this syndicated show—*Dr. Hudson's Secret Journal.*

Wyatt Earp	8:30	Tuesday	16.5
Gunsmoke	10:00	Saturday	12.4
The Perry Como Show	8:00	Saturday	14.7
It's Always Jan	9:30	Saturday	6.5
MGM Parade	9:00	Wednesday	11.9
Warner Bros. Presents	7:30	Tuesday	11.6
Dr. Hudson	9:00	Sunday	21

The lesson here is simple. Not all the creative talent is located in one company, or two, or three, or ten or twenty. Great shows, great talent, can come from a thousand different sources, individuals, independent companies, stations, movie studios large and small, and countless other sources. If every program has free access to the public, the public will soon decide on the merits of the programs it likes best. That is the only thing that is happening in Los Angeles which makes it different in its present day viewing habits. The public of Los Angeles is like the public of any community. But the public of Los Angeles has more programs to choose from in prime time, and therefore the box score is drastically different. You can't get a base on balls in Los Angeles television.

Of course there are many examples in other markets, where locally developed or syndicated programs outclass programming placed at the national level. In Houston, on Friday nights, local wrestling more than triples the rating of Eastern boxing, and outpoints top network mystery and personality interview programs. In Portland, Ore., *Waterfront* on a "u" station, outrates its *network* dramatic show opposite. In Wichita, Kan., *Badge 714* on a "u" gets a far higher rating than the two network shows opposite. There are many other examples throughout the country, but they all bear out the simple premise—let the show go on, and let the public decide.

Here's a case in point: Take 9 o'clock Monday. *I Love Lucy* and *Medic* have been fighting it out in that time spot, and even in Los Angeles, most of us have been afraid to enter that particular competition. We had been convinced that those two—the champion and the runner-up, were too tough. But we overlooked one point. If you only have two people in the ring, one is going to be champion and one is going to be runnerup—whether it be a fight of champions or stumblebums. Here was one time period when there was no real third choice, because no serious competition was being offered.

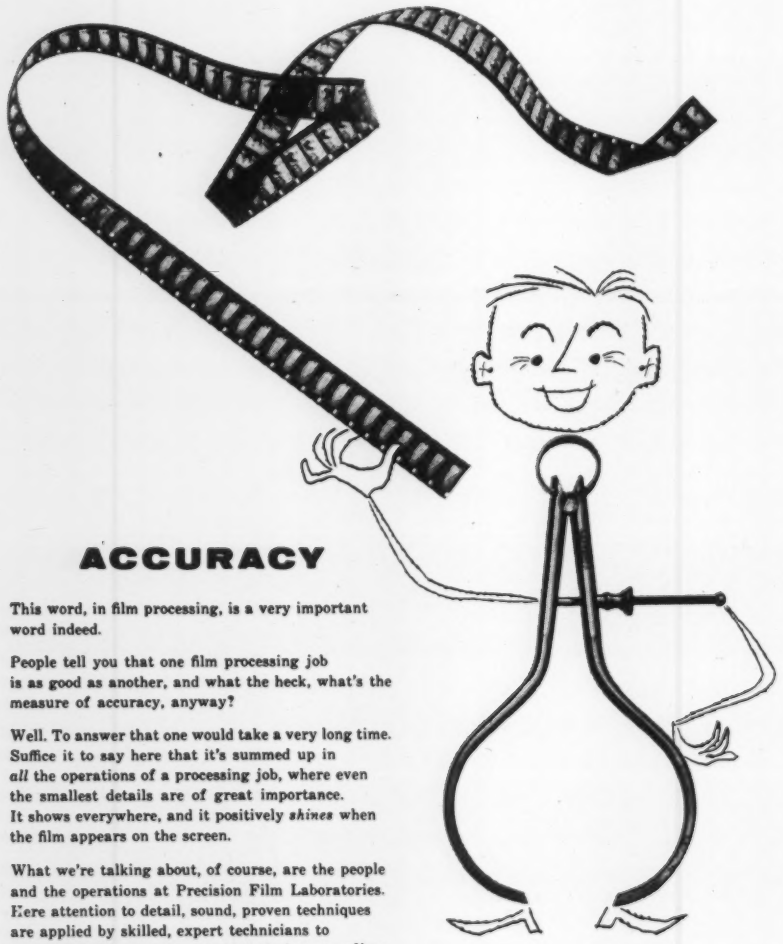
We decided to test that rugged half hour, and we presented to the Los Angeles viewers an opportunity to vote for a third candidate, the new syndicated film, *Highway Patrol*, starring Broderick Crawford. Naturally I am pleased to tell you that there is now a new runnerup Mondays at 9 in Los Angeles. Here's the run-down on the ratings:

I Love Lucy	23.9
Highway Patrol	17.4
Medic	11.9

Despite the strength of *Lucy* and the quality of *Medic*, 17.4% of the total television audience was ready and willing to see something else. Almost 400,000 homes in Greater Los Angeles—nearly a million people—voted for the third candidate on the first ballot. The question none of us can ignore is this: what happens to the equivalent of that million people in a two-station town when the choice is between *Lucy* and *Medic?* Or even worse, say the choice is between shows with much less intrinsic value. The answer is that the people either play bridge, read a book or condescend to watch a program by default—a program which is not their first choice.

Los Angeles' tastes are not different—but the public is being given an opportunity to indicate its taste. If the public had equal opportunity in any other community, the results would be substantially the same. On television we have a list of popular programs which are paper champions but never had a contest. In Los Angeles every half hour is a contest, and the best man wins.

To the station therefore, on the basis of the Los Angeles story, we would suggest that you put the prime programs in the prime time, no matter what their source. Make that the *only* test. The business we are in is programming. Nothing more, nor nothing less, and you'd better have the best programs regardless of where they come from, or your competitors will get there first.



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This word, in film processing, is a very important word indeed.

People tell you that one film processing job is as good as another, and what the heck, what's the measure of accuracy, anyway?

Well. To answer that one would take a very long time. Suffice it to say here that it's summed up in *all* the operations of a processing job, where even the smallest details are of great importance. It shows everywhere, and it positively *shines* when the film appears on the screen.

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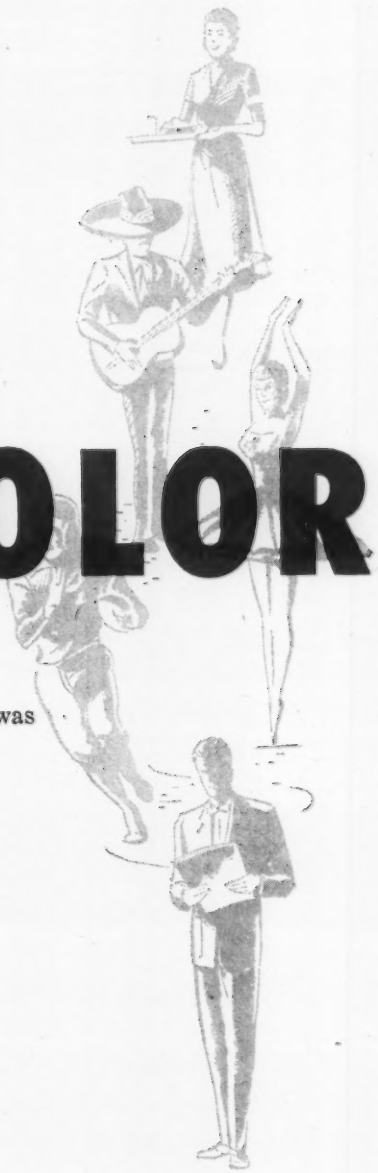

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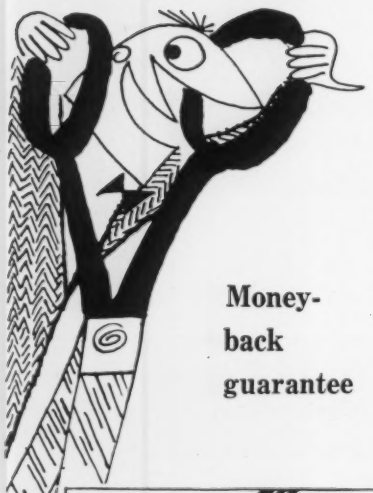

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AFRICA IN MEXICO

THE BROTHERS NASSOUR FIND MEXICO'S JUNGLES GOOD ENOUGH FOR FILMING 'SHEENA' TV SERIES

YOU DON'T go to Africa to make a television adventure series about Africa.

There are lush green jungles, complete with winding river, a little south of the California border in Mexico. Actually, they are more like the American concept of a jungle than most of Africa itself—and a lot closer to Hollywood.

Yet it costs about 40% more to film an adventure series in Mexico than in the "jungles" of the canyons just north of Hollywood or the man-made version on a sound stage. Is it worth the difference?

Very definitely, say the Nassour Brothers, veteran motion picture producers, who ventured into television packaging this season with *Sheena, Queen of the Jungle* for ABC Film Syndication Inc. Hitting the air only last month, after the regular fall schedule was underway, *Sheenah* already is sponsored locally in most major markets and in January is expected to spread into other areas. Just last week the package was signed for network showing in Canada and talks were underway for commercial release in England.

"It's an investment on our part, going to Mexico," according to Producer Edward Nassour. "We realize that if we expect to stay on the air we have to give our audience something different than just an ordinary show. We are staking our reputation and everything else in the television field, so we are making an investment in better production in this series and we feel it will pay off in the long run."

Aside from authentic jungle settings, the Nassour Brothers feel there is another quality to the series that may be of even more importance to sponsors. "As far as we know," Executive Producer William Nassour notes, "this is the first series that makes an appeal to the girls. There are just as many girls as there are boys. Before, adventure shows have been appeals to the boys. The girls have been left on the outside. But here is a series for both the boys and the girls—double value for sponsors."

Do boys like a show with a girl hero? According to reaction tests, William Nassour says, "the boys are just as interested in the series because it has all the elements that you would want."

You don't jump into the jungle and begin filming overnight. There is more than distance and capital investment involved. The other important factor is time.

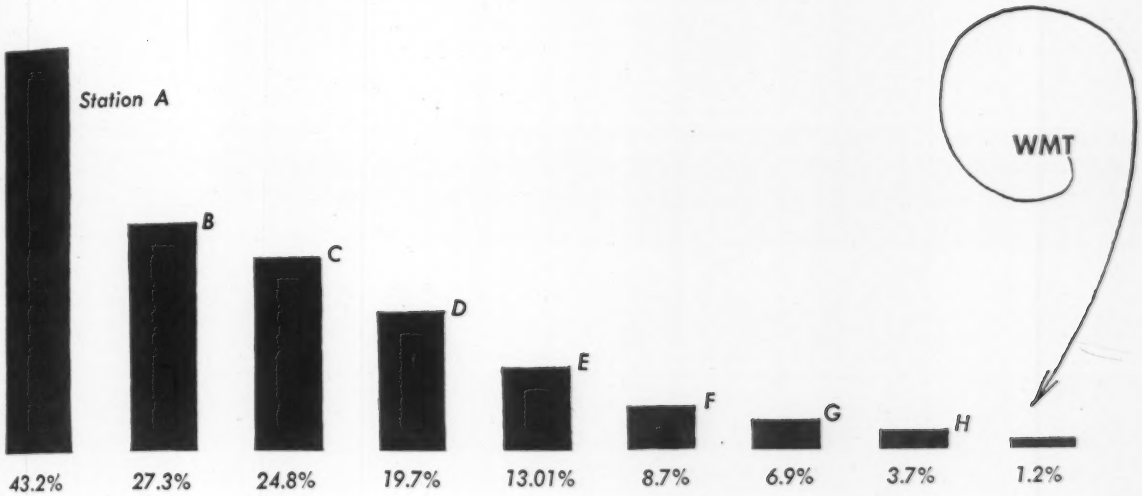
For the Nassours, the *Sheena* tv show began three years ago when they negotiated with Fiction House, New York comic book publisher, for film rights to the female Tarzan idea. They worked out what amounts to a mutual promotion tie-in pact. As a comic book, *Sheena* circulates about a half-million copies a month. If the tv series boosts this to a higher circulation, the Nassours receive 5% royalty on the extra copies. In turn, Fiction House gets about $500 royalty on each tv show, which is credited against a substantial cash payment made initially by the Nassours for the rights.

The Nassours next interviewed 300 girls to secure the female lead. After screen tests on 200 of the candidates (quite an initial investment in itself), the selection boiled down to two—Irish McCalla and Anita Eckberg. Irish won out. Now 26, standing 6 ft. 1 in. and swinging her 40-24-36 through the trees with considerable ease, Irish seemed more adapted.

Scripts and a pilot film came next. The

SHEENA AND FRIEND

Irish McCalla and Neil the chimp settle for wilds of Mexico—rather than Africa—for jungle scenes such as this in the filmed tv adventure series.



Data above is taken from the Hector Blassingame survey—22nd annual edition of this famed study.

Hector was out to determine which Iowa station had the greatest number of box elders in the foyer, a study that would seem inconsequential on the surface, but one that's actually loaded with insignificance. Thing is, Hector is kind of a bug on box elders.

Please note low count for WMT. Our foyer is practically all jack* pine.

*Jack has long been one of our prime interests. We make it ourselves by making it for others. Ask the Katz man. There's one in every foyer.

pilot was made about a year and a half ago in Baldwin Park, a popular semi-tropical setting outside of Hollywood. Here the diverse talents of Executive Producer Don W. Sharpe were employed. Long in radio, Mr. Sharpe pioneered in tv film packaging and originated or shared in the credits for the initial production of such series as *Four Star Playhouse, I Love Lucy, My Favorite Husband, Terry and the Pirates, Dangerous Assignment, Halls of Ivy* and *Douglas Fairbanks Presents,* among others.

The Nassours worked out tv syndication plans with ABC, keeping feature movie rights for themselves. The network is financing about two-thirds of the series and both share the income. The initial series is 26 shows, with option for more which may be officially signed soon.

A few of the initial programs in the series were filmed earlier this year in Bronson Canyon near Hollywood, but the suitable background is limited there so the bulk of the footage is coming from Mexico. Some actual African scenes are incorporated, such as wild animal sequences not possible even in a Mexican jungle.

The Mexican filming also involves considerable "process shots" and "swing throughs" which later can be inter-cut into sound stage close ups filmed at Hollywood studios.

A swing through is just that. Sheena swinging from tree to tree or running through the underbrush. What's an adventure show without a chase?

Process shots are general background scenes which may be rear-screen projected on a sound stage to lend an "outdoor feeling" to close up action.

Months of research and planning go into an adventure show before actual filming takes place. After casting all the actors and extras for a specific show, there are about 10 days of rehearsal and other preparation. Actual filming of the half-hour show takes about four days.

The Nassours are disciples of movie technique (repetitive short takes, few lines of action at a time) rather than television technique (continuous filming) because they feel it gives them greater latitude of expression. Movie technique naturally takes longer, is more expensive and involves more people.

Aside from Sheena, the series uses six or seven supporting actors and from 50 to 100 extras. A star in his own right is Neil, a trained chimpanzee which almost talks.

A 35-man technical crew, a full movie production team, is needed to film each half-hour show. This includes producers and director, a chief cameraman and his two operators, sound men, prop men, costumers and make-up men, as well as a half-dozen electricians to operate a self-contained power generating plant and the complicated lighting system. Considerable fill-in lighting is required for outdoor scenes, even in the high light intensity of Mexico.

Production problems compound themselves when you go to another country to make a film. Producers must make advance trips to the foreign location to arrange for work permits and housing for actors and technical crew. Transportation must be arranged for actors and crew as well as for essential props and some equipment. Major technical equipment must be rented and transported locally, along with costumes. Everyone must be vaccinated to comply with health regulations. Extras must be hired locally.

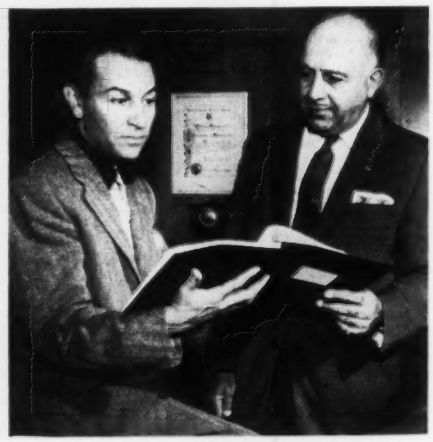
Perhaps the most unique problem, according to William Nassour, was flying the chimpanzee to Mexico. He passed his medical examination fine, but the airline refused him a seat. He wasn't a human.

"Put him in a box," airline officials demanded.

"But he's never been in a box," his trainer implored. "You'll hurt his pride."

The chimp went into a box. But not for long. A short way south of Los Angeles, the pilot felt sorry and let him out. The tv star spent the rest of the trip in the co-pilot's seat, acting very much like he knew how to fly.

Although the Nassours use movie technique in shooting the tv series, there still are wide ranges in the cost of a 90-minute feature movie and a half-hour tv show. Production "scope" is the difference, the brothers explain.



THE BROTHERS NASSOUR

Edward (l) and William go over one of the scripts for the *Sheena* film series.

"As an example," William Nassour says, "in our current feature production 'Beast of Hollow Mountain' we have a couple thousand head of cattle in a stampede. You can't put that in television because the stampede will cost more than two tv shows alone."

Sheena costs about $30,000-plus to produce each episode. A good black-and-white feature movie will hit $1 million, they note.

A half-hour tv show represents about 3,000 ft. of film. Using movie technique, it takes about three times that footage to get the finished product. The Nassours shoot even more, 12,000 to 15,000 ft., to provide the best selection of scenes for the film editors. Raw film stock is cheap, they explain. It's processing and editing which boost costs.

Edward Nassour favors a single camera in filming. "You can move it," he says, "and get as good results as with multiple cameras. However, when you have an action shot like a fight or cattle stampede, things you can't repeat without taking a lot of time, then we use multiple cameras."

People are the major expense item in making a tv film.

In feature pictures, Edward Nassour points out, the star is a big single item of expense in comparison to technical help. But in tv, where there are so many shows in the series, "an actor doesn't get the kind of money he gets out of a feature. Like Guy Madison. He gets $125,000 for a feature picture. For a tv series he might get about $3,000 or $4,000 a picture.

William Nassour notes a top director in motion pictures may cost the producer anywhere from $5,000 to $200,000 a picture, while in tv filming he gets guild scale ($650 a week) plus. "Most of the good directors you pay over guild. You are buying ability, what he can put on the screen," William Nassour says.

The Nassours didn't even go to Africa to make one of their most successful features, an Abbott & Costello picture called "Africa Screams." It was made from start to finish, including jungles, river, lions and alligators, on the Nassours' original Hollywood sound stage which the brothers subsequently sold to the *Los Angeles Times*' KTTV (TV) for $2.25 million. Nassour Studios now are at 8460 West Third St.

William Nassour, aside from his studio interests, is chairman of the board and a director of the Hollywood State Bank. Edward Nassour has been making movies for 20 years and built the studios sold to KTTV.

Aside from the Nassours and Mr. Sharpe, others identified with production of *Sheena* include Arthur Pierson, director; Joel Murcott, story editor; Henry Sharp, cinematographer; Theobold Holsopple, production designer; John E. Pommer, production supervisor. Sheena's "leading man," known as Bob the white hunter, is Christian Drake. All are experienced in both movies and tv films.

How is a film package promoted and publicized?

ABC Film Syndication is supporting the series with extensive merchandising and promotion packets available to local sponsors. These include inexpensive self-liquidating premiums or give-aways such as a Sheena doll (movable head, eyes and arms, blond hair that can be wave-set, detachable knife and holster), T-shirts hand-screened in three colors with Sheena and friends, and Sheena's jungle horn, a plastic item which looks like ivory.

There is a "Sheena Jungle Safari Contest" for local use, with ABC supplying full promotion materials and assistance. ABC also supplies audience promotion publicity releases, advertising mats, on-air radio or tv spots and tv trailers, Sheena letters to retail dealers, dealer give-aways and mailers, plus a complete line of product shelf-strips, streamers, posters, package and envelop stickers and stuffers, box end labels and bottle neck labels. Sheena is available for personal appearances at press parties, store promotions, or other events and she also films commercials for specific products.

Additional data: Sheena in real life is married to insurance man Patrick McIntyre. They live in Studio City, Calif., and have two sons, Kim, 2½, and Sean, 1.

Swing through the trees, anyone?

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The budget is set • the client has okayed the general plan • now the pressure is on to draw up space schedules; compare stations • the hour is late, but the agency men work on • work with Standard Rate • and if you have a Service-Ad near your listing...

you are there

For the full story on the values 1,161 media get from their Service-Ads, see Standard Rate's own Service-Ad in the front of any edition of SRDS; or call a Standard Rate Service-Salesman.

N. Y. C.—Murray Hill 9-6620 • CHI.—Hollycourt 5-2400 • L. A.—Dunkirk 2-8576

Note: Six years of continuous research among buyers and users of space and time has revealed that one of the most welcome uses of Service-Ads comes at those times account executives or media men are working nights or weekends, planning new campaigns or adjusting current ones.

On the set of "I Love Lucy," starring Lucille Ball and Desi Arnaz. That nation's Number 1 TV show for 1951, 1952 and 1953 is a pioneer of the technique of filming its program live-show with audience. Desilu Productions uses three Mitchell 35mm BNC cameras in filming "I Love Lucy."

Joan Davis on the set of "I Married Joan," produced by P. J. Wolfson and appearing on NBC. Three Mitchell 35mm BNC cameras are used on this top TV show, which is in its 2nd year. Jim Backus plays the male lead.

Dennis Day, star of "The Dennis Day Show," a top-rated NBC program. Originally "live," this series is in its second year, and is now produced on film by Denmac Productions, using a Mitchell 35mm BNC camera.

TO FILM A SUCCESSFUL SHOW...

It takes more than just a good script to insure the success of a top-rated network program. The on-stage performances of the stars and supporting cast must be outstanding, carefully timed, superbly directed. And the camera must perform flawlessly in its vital role of recreating the superior quality of the show for millions of TV viewers.

Mitchell cameras—internationally famous—provide the matchless photographic performances so necessary to the successful making of the finest theater quality films. That is why, wherever top quality filming is the foremost consideration, Mitchell Cameras are to be found... bringing *success* into focus.

MITCHELL *The only truly Professional Motion Picture Cam*

Mitchell Camera CORPORATION

666 West Harvard Street • Glendale 4, Calif. • Cable Address: MITCAMCO

85% of the professional motion pictures shown throughout the world are filmed with a Mitchell

(Government continues from page 65)

background music, sound effects, station identification, program identification or sponsorship identification. Where a program uses continuous uninterrupted speech, play, religious service, symphony concert or operatic production longer than 30 minutes, the proviso that the recorded announcement be made every 30 minutes is also waived.

In television, the regulation requires that an announcement be given at the beginning or the end of a recorded program or part thereof.

Will FCC Extend Comments Deadline?

MAJOR question rumbling through ranks of Washington lawyers and engineers last week—following issuance of FCC's proposed rule-making on tv allocations [B•T, Nov. 14]—was whether the Commission would extend the Dec. 15 deadline for comments.

Thirty-day deadline is too short for so momentous a subject, these practitioners declare.

Best information from a B•T check of some FCC commissioners is that there would be no strenuous objections to a 30-day extension.

Meanwhile a new move on the part of some uhf stations whose deintermixture petitions were denied in the Commissions broom-sweeping decisions of two weeks ago came to light. Petitions to intervene in the vhf cases, now pending final decisions, were filed by six uhf stations. They were:

WFIE (TV) Evansville, Ind., and WEHT (TV) Henderson, Ky., in the Evansville ch. 7 case.

KVDO-TV Corpus Christi, Tex., in the Corpus Christi ch. 6 case.

WNAO-TV Raleigh, N. C., in the Raleigh ch. 5 case.

KTVI (TV) St. Louis, Mo., in the Springfield ch. 2 case.

WEEK-TV Peoria, Ill., in the Peoria ch. 8 case.

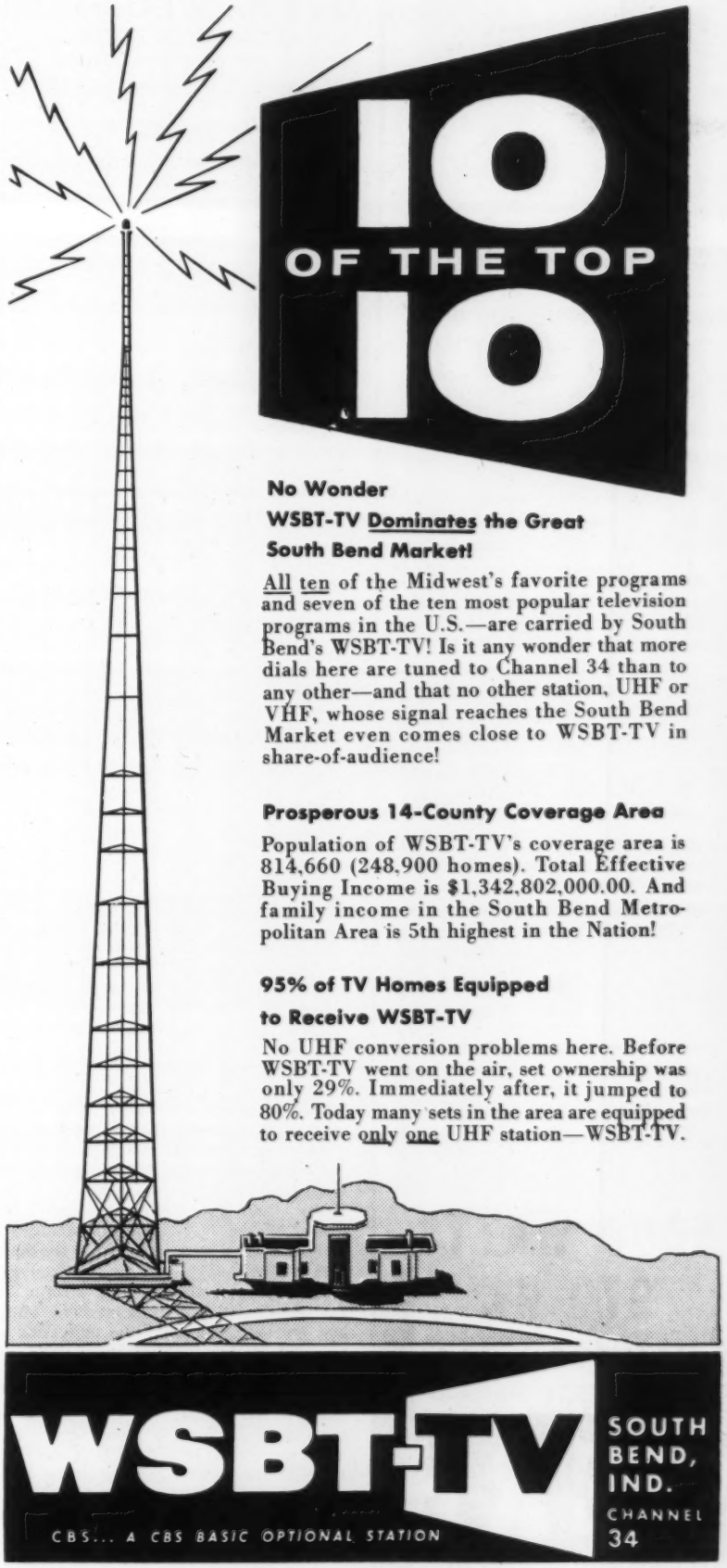
Lamb Reply 'Outside Record,' Broadcast Bureau Charges

FCC's Broadcast Bureau charged last week that counsel for Edward Lamb, broadcaster-publisher under attack for alleged Communist ties, had gone outside the record in its reply comments to the Broadcast Bureau's proposed findings.

In a short, seven-page brief, the Broadcast Bureau held that the Lamb objections to the Broadcast Bureau's proposed findings "are primarily argumentative and only incidentally a presentation of proposed affirmative findings."

Mr. Lamb, owner of multiple radio stations, was charged with having failed to acknowledge alleged radical ties in previous applications with the FCC. At issue is the license renewal of WICU (TV) Erie, Pa. The controversy resulted in an eight-month-long hearing. Proposed findings, normally submitted by parties in an FCC hearing, were submitted by both the Broadcast Bureau and Mr. Lamb in August: Last month, Mr. Lamb's attorneys filed their objections to the Broadcast Bureau's recommended findings in a 115-page document [B•T, Oct. 24]. Last week's Broadcast Bureau statement was in response to that attack.

Next move is up to FCC Hearing Examiner Herbert Sharfman, who will issue an initial decision in the case as a recommendation to the full Commission. This may be forthcoming within a month.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OF THE TOP
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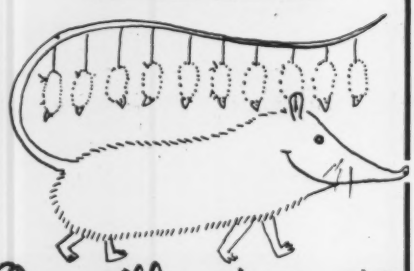
No Wonder
WSBT-TV Dominates the Great
South Bend Market!
All ten of the Midwest's favorite programs and seven of the ten most popular television programs in the U.S.—are carried by South Bend's WSBT-TV! Is it any wonder that more dials here are tuned to Channel 34 than to any other—and that no other station, UHF or VHF, whose signal reaches the South Bend Market even comes close to WSBT-TV in share-of-audience!
Prosperous 14-County Coverage Area
Population of WSBT-TV's coverage area is 814,660 (248,900 homes). Total Effective Buying Income is $1,342,802,000.00. And family income in the South Bend Metropolitan Area is 5th highest in the Nation!
95% of TV Homes Equipped
to Receive WSBT-TV
No UHF conversion problems here. Before WSBT-TV went on the air, set ownership was only 29%. Immediately after, it jumped to 80%. Today many sets in the area are equipped to receive only one UHF station—WSBT-TV.
WSBT-TV
SOUTH BEND, IND.
CHANNEL 34
CBS... A CBS BASIC OPTIONAL STATION

WERH



One will get you 10

WHY OVERSPEND FOR MID-SOUTH COVERAGE WHEN WERH REACHES MORE RADIO HOMES THAN ANY 10 STATIONS IN THE SAME AREA COMBINED.

WERH is the most powerful selling influence in Northwest Alabama and Northeast Mississippi . . . a rich 33 county market where WERH's 5,000 Big Watts at 970 kc dominate nearly 200,000 radio homes. Annual Retail Sales average $497,000,000 . . . Drugs $12,800,000 . . . Food $122,000,000 . . . Automotive Stores $88,818,000 . . . 1954 Consumer Spendable Income $917,000,000.

General Summary CONLAN RADIO REPORT, March, 1955 of Listening Habits in Hamilton, Alabama Area including Winfield, Sulligent, Red Bay and Guin (Ala.) and Fulton, Amory, Mississippi. Area Radio Homes—49,160.

SUNDAY THRU SATURDAY		
Hours	6 A.M. to 12 Noon	12 Noon to 6 P.M.
Radios in Use	22.3	23.0
Distribution of Listening Homes Among Stations		
WERH	76.6	78.3
Station "A"	6.3	7.3
Station "B"	5.6	4.3
Station "C"	3.4	2.7
Other	8.1	7.4

5000 WATTS
970 KC
HAMILTON, ALA.
HUGH J. FITE, President

WERH
National Representatives
HIL F. BEST CO.

FCC Withholds Action On WTOD-WTRT (FM) Sale

ACTION will be held in abeyance on the $122,500 sale of WTOD-WTRT (FM) Toledo, Ohio, and application for ch. 11 there, by Edward Lamb to Booth Radio & Television Stations Inc. [B•T, Aug. 22], the FCC reports. The Commission advised Mr. Lamb that no action will be taken on the sale pending the outcome of the renewal hearing involving his WICU (TV) Erie, Pa.

The Toledo stations, thus fall in the same category as WHOO-AM-FM Orlando, Fla., which was sold for $295,000 by Mr. Lamb to Mowry Lowe, former manager of WEAN Providence, R. I. [B•T, Sept. 6, 1954]. That sale, too, was held up pending outcome of the WICU hearing.

The WICU renewal now is under consideration by Hearing Examiner Herbert Sharfman, who conducted the eight-month hearing into a Broadcast Bureau charge that Mr. Lamb falsely told the FCC that he never had communist ties. Mr. Lamb repeatedly has denied the Broadcast Bureau allegations, charging that the proceedings were a "political frameup."

WSPA-TV Transmitter Site Argued Before Commission

FIGHT to prevent ch. 7 WSPA-TV Spartanburg, S. C., from moving its transmitter from Hogback Mt. to Paris Mt. entered a new arena last week when protestants WGVL (TV) Greenville and WAIM-TV Anderson, both S. C., argued before the FCC *en banc* against an examiner's initial decision favoring the move [B•T, Sept. 26].

The protestants—both uhf stations—claimed the examiner was in error in finding that they had not proved their case against the WSPA-TV move. They maintained that the change revised the allocations table without benefit of rule-making in furnishing greater signal strength toward Greenville and Anderson, and that WSPA-TV had misrepresented its intent when it originally asked for and received permission to begin operation from Paris Mt. on an interim basis. They also charged that the examiner had failed to give them a fair and full hearing. Involved in the controversy is the CBS affiliation for that area.

In opposition, WSPA-TV and the Broadcast Bureau upheld the examiner's findings.

The case, which will enter its third year in another two months, had its genesis early in 1954 when WSPA-TV received permission to switch its ch. 7 transmitter and antenna site from Hogback Mt. to Paris Mt. on an interim basis. Both uhf stations objected but were denied by the FCC. The uhf stations asked and received a stay order from the appellate court. WSPA-TV thereupon relinquished its temporary grant and filed for a formal modification of its CP to locate at Paris Mt. This was granted, again over the objections of the two uhf stations. After their protests were turned down, they went to court and received a stay order and, finally, a reversal of the FCC's denial of the protest. The court said the Commission must give the protestants a hearing. This was done before FCC Chief Hearing Examiner James D. Cunningham and his initial decision was rendered last September. The oral argument last week was on this document. WSPA-TV received its initial grant two years ago.

Arguing for WGVL was Ben C. Fisher; for WAIM-TV, Benedict P. Cottone; for WSPA-TV, William J. Dempsey, and for the Broadcast Bureau, Earl C. Walck.

Demos' Roll Call Shortcut To Streamline Convention Tv

THE DEMOCRATIC National Committee, meeting in Chicago last week, approved a rule designed to streamline television presentation of the Democratic presidential nominating convention next year.

The new rule, recommended last June by an 82-man Special Advisory Committee on Rules & Procedures [B•T, June 20], provides that when a member of a delegation demands a poll, the chairman may send a representative to the floor to conduct the poll while the roll call continues. Heretofore, tv audiences have been subjected to polling of individual members of each state delegation.

Sarnoff Named to U.S. Post, To Receive Forrestal Award

BRIG. GEN. David Sarnoff, RCA board chairman, was named Thursday by President Eisenhower to be a member of the National Security Training Commission and to be its chairman. He replaces the late Julius Ochs Adler, who was *New York Times* general manager.

General Sarnoff last week also was named to receive the James Forrestal Memorial Award in an announcement by Award Committee Chairman C. C. Felton, vice president of Revere Copper & Brass Inc.

Established in 1954 by the National Security Industrial Assn. in honor of its founder, the award is presented annually to "a distinguished American whose leadership has promoted significant understanding and cooperation between industry and government in the interest of national security." The award first was presented to President Dwight D. Eisenhower, with Frank Folsom, president of RCA and member of the NSIA board of trustees, making the presentation. General Sarnoff will receive the honor at a special NSIA dinner to be held Jan. 26 at the Sheraton-Park Hotel, Washington.

Commission Reaffirms Shreveport Ch. 12 Grant

THE FCC last week reaffirmed its May 19 decision which granted the application of Shreveport Tv Co. (KSLA[TV]) for ch. 12 at Shreveport, La. In a memorandum opinion and order the Commission denied a petition filed by Southland Tv Co. for rehearing and reconsideration of the grant. Southland and Radio Station KRMD were the losing applicants in the ch. 12 proceeding [B•T, May 23].

In its petition, Southland disputed FCC findings which favored Shreveport Tv Co. for the grant. Southland claimed it should have been preferred.

Tall Tower Rule Postponed

THE FCC last week extended to Jan. 9 the effective date of the rules amendment permitting vhf stations in Zone I to use antenna heights of 1,250 ft. with maximum power. This is the fourth time this amendment has been postponed. Zone I vhf stations are now limited to 1,000 ft. antenna heights with full power.

USIA Recordings for India

RECORDED messages, featuring statements by President Eisenhower, Nehru and Gandhi, will be distributed by the U. S. Information Agency in India. Pressed by the Great Northern Manufacturing Co., Minneapolis, later releases will be sent to Africa.

"Our house blew away like a cardboard box"

"The noise was terrific. Our house was blown away like a cardboard box. The furniture went sailing through the air with it. But we were still lucky. I had the right kind of insurance, and for this I can thank my agent. He had told me that windstorms, like fire, can strike anywhere, and that I owed it to my family to be properly protected against disasters like these.

"But what really impressed me was how quickly my loss was paid. My agent explained this. Capital Stock fire insurance companies have a Catastrophe Plan. When any catastrophe occurs, specially trained insurance men—hundreds if necessary—are rushed into the disaster area so losses can be paid with as little delay as possible."

★

This is only one of many public services which Capital Stock fire insurance companies provide. These companies are represented by 200,000 agents—men who are in business for themselves.

Your agent works for your protection every minute, day or night. He's your neighbor, and can advise you soundly on all kinds of property insurance. He's as close to you as your phone so check with him regularly.

Look for the symbol printed below. Only an independent Capital Stock company agent or broker may display it.

CAPITAL STOCK
Standard protection
COMPANY INSURANCE

NATIONAL BOARD OF FIRE UNDERWRITERS

A Service Organization Maintained by 224 Capital Stock Fire Insurance Companies

85 John Street, New York 38, New York
222 West Adams Street, Chicago 6, Illinois
465 California Street, San Francisco 4, Calif.

DOERFER DISCUSSES UHF-VHF PROBLEM

FCC official shows concern at NARTB's Dallas meet over suggestions that Commission provide minimum of three comparable channels in top 100 markets as primary solution.

CONCERN with suggestions that the FCC provide a minimum of three comparable channels in the top 100 markets as a primary solution to the uhf-vhf problem was expressed last week by FCC Comr. John C. Doerfer.

At the Dallas regional meeting of NARTB, (see story page 46), Mr. Doerfer discussed what he termed the conflict between the Communications Act's requirement that there be an "equitable" distribution of frequencies among the states and the "inexorable" law of economics.

"In the face of present day economics," Mr. Doerfer said, "it might be wholly unrealistic to attempt to provide for the development of 'at least one service to all areas' or 'multiple services' in more than the first 100 markets. But it would be a serious indictment of both the industry and the Commission to abandon 10% of our population, or 16 million people, to a second class citizenship so far as television facilities are concerned, or to fix an indelible pattern limiting multiple service to those markets containing no less than two or three hundred thousand persons without a clear showing that future economics and cost of saleable television operation won't permit it."

In Mr. Doerfer's view, programming may be the answer to the problems of tv economics. Network affiliation may not be the solution, although it is now considered a necessity for successful tv operation, the Wisconsin FCC member said.

Not only is population increasing, which would change the status of communities in the future, but "film and magnetic tape may substantially alter the cost of programming," he said. "Mobile units may become more important than studios," he added.

"The strong preference for local news, sports and other local pictorials blended in with high grade entertainment on film may relegate the necessity for network programs for successful operation to secondary importance," Mr. Doerfer declared.

The FCC cannot regulate the "business" practice of network affiliations, Mr. Doerfer commented. That is a matter for Congress, he said. But, he warned, "I doubt very much that with such extensive regulation, broadcasting can long remain in the field of free competition. To regulate network programming is tantamount to regulation of independent station programming—from there to terms and from terms to rate cards."

In discussing suggestions that the Sixth Report and Order be scrapped, Mr. Doerfer entered a caveat. "Perhaps," he said, "the Sixth Report and Order has outlived its usefulness. Perhaps it should be relegated to the limbo of other noble experiments. But those who advocate its repeal have the heavy burden of proving that the objectives can either be reached by a new approach or that they cannot be realized under any plan attempting to make use of vhf and uhf channels."

The Sixth Report did serve to expedite the processing of tv applications, Mr. Doerfer declared. It has been instrumental in bringing tv to "85% and 90%" of the people, he said.

He continued:

"A mere rearrangement of the Table of Assignments or its complete abandonment or a compromise of the principles of free competition merely to relieve some hardship cases would not solve the momentous problem now facing the Commission. Indeed such a course might well frustrate an efficient allocation of the spectrum, an equitable distribution of frequencies and place one of our cherished freedoms beyond recall."

"RAISE THE SONG OF HARVEST HOME. . ."

with this magnificent Thanksgiving music, selected from the SESAC Repertory . . . the Repertory that brings you "the best music in America"—

Father, We Praise Thee	*Prayer of Thanksgiving*
I Thank My God	*Rejoice Today With One Accord*
I Thank Thee, Lord	*Song of Praise, A*
I Will Extol Thee, O Lord	*Thank You, Lord*
John and Priscilla Alden	*Thanksgiving Hymn*
Praise the Lord, Ye Heavens Adore Him	*and many more . . .*

SESAC INC.

475 Fifth Avenue New York 17, New York

WBAC Economic Protest Denied in Initial Ruling

ECONOMIC INJURY as grounds for protest against a grant of a second broadcast station to a community suffered another setback last week. FCC Hearing Examiner H. Gifford Irion, in a Nov. 15 initial decision, denied the protest of Robert W. Rounsaville (WBAC Cleveland, Tenn.) to the grant of a construction permit there to Southeastern Enterprises (WCLE).

Only a fortnight ago, an "economic" protest by WHLN Harlan, Ky., to the grant of another station to Harlan was proposed to be denied [B•T, Nov. 14].

Last April Southeastern was granted a construction permit to operate on 1570 kc, 1 kw day. WBAC (1340 kc, 250 w unlimited) protested the grant, claiming a new station would degrade service to the community and might cause both stations to "go under." The Commission ordered a hearing to determine whether the market could support two stations.

"Admittedly one station or the other might fail at some time in the future but this is an observation which could be made about any entrepreneur in broadcasting; it is certainly not proof of probability that either will do so," Mr. Irion declared.

"Further," Mr. Irion pointed out, "it is elementary that the Communications Act does not attempt to guarantee survival of any station nor does it postulate that adverse competition and economic loss are to be grounds for denying a license."

In the Harlan initial decision, Hearing Examiner Basil P. Cooper found that not enough proof was shown that there would be insufficient advertising revenues to support two stations. Jack T. and R. B. Helms are 50% owners of WCLE, object of the Cleveland protest, and 50% owners of WHLN, protestants in the Harlan case.

Three other economic impact cases are pending before the FCC. These involve Laurel, Miss.; Tipton, Ga., and Statesville, N. C.

GOP Says Labor Spent $2 Million in '54 Campaign

THE Senate Republican Policy Committee in a lengthy report, says organized labor spent $1,978,564 during the 1954 political campaign, mostly for Democratic candidates. The report, taken from financial reports required to be submitted to the House Clerk by federal law, did not break down the figures to show what amount was spent on radio and tv. GOP officials and candidates have made frequent complaints that labor unions, through their political subsidiaries, have spent the bulk of their political funds on Democratic candidates.

BAUDINO ADVOCATES LONGER LICENSES, AFFILIATION CONTRACTS FOR STATIONS

Westinghouse vice president in address at Dallas cites radio-tv outlets' position under three-year licensing as well as conditions under network contracts.

A 10-YEAR license term for radio and television stations, five-year affiliations with networks, and voluntary limitations on the amount of non-option time a network may use were proposed last Thursday by Joseph E. Baudino, Washington vice president of Westinghouse Broadcasting Co. He spoke at the Dallas NARTB meeting (story page 46).

These three changes and a Communications Act amendment to free stations from political liability were specifically advocated by Mr. Baudino in a speech stressing that the rapid growth of radio and television make it desirable to consider revisions and improvements in a great many current rules and regulations.

MR. BAUDINO

Regarding license periods, he noted that under the present three-year term "it is hard to attract investment capital to an enterprise which, in addition to its more than normal hazards, has a possible sentence of death hanging over its head through most of its existence." He conceded that "there is no point in asking for permanent licensing" and that "we are always going to have to make reports on our operations and live with the understanding that the Commission [FCC] can revoke or refuse to renew a license.

He proposed that the problem be solved by extending the license term to 10 years; that 10% of the stations be required to file complete operations reports with the Commission each year, the 10% to be chosen by random sampling from among those which did and those which did not report the preceding year; that upon receipt of complaints which investigation indicates are justified, FCC be allowed to call for a full report on operations from the station involved, and that if FCC finds a station is operating in violation of regulations "it can require that station to submit reports each year and be considered on probation with its license subject to suspension or cancellation."

Mr. Baudino said this proposal "has not been reviewed by our lawyers" but that the advantages appeared "obvious" in that "it would relieve [licensees] of a major hazard in our business that is not in accord with the economic situation of today" and "at the same time the industry would be supervised in a more effective, more efficient way than at present." The plan, he said, would reduce the FCC staff's workload "to reasonable proportions" and permit "more complete analysis of each report."

His proposal on affiliation contracts not only would extend affiliation terms from two years to five but would permit the signing of such contracts a year instead of six months ahead of the starting date.

"You are all certainly aware of the effect, in today's market, of an affiliation contract termination on a television station," he told the Dallas meeting. "In most cases it means severe hardship and in some cases it means ruin. . . . In other words, we are operating under the double jeopardy of loss of license and loss of network affiliation. In addition there is new joker in the deck in that many network contracts now contain a 90-day or 60-day cancellation clause.

"The effect of such an extension of network contracts would be to strengthen and stabilize the network affiliate, particularly in tv. We want that. The Commission wants it. I believe the networks want stability and strength in their affiliates too."

Regarding network use of station time over and above option hours, Mr. Baudino said:

"The fabulous success of television as reflected in the demand for time by sponsors has created the situation where the networks have sold all of their option time and clients still remain seeking segments beyond those hours.

"It is completely understandable that the sponsoring networks want to accommodate this business but this has an accompanying effect upon the time available for local programming and sale. This effect is extremely serious and difficult for the individual station to live with because as more and more network time becomes sold in excess of option hours, there is

Shopper Stopper MINI-STUDIO Brings Station $7000 Net the First Year!

Service Mark Pending, U. S. Pat. Off.

PRICE COMPLETE (except microphone) **$450** F.O.B. Sioux Falls, S. Dak.

ORDER NOW or WRITE FOR LITERATURE

SHOPPER STOPPER CO.

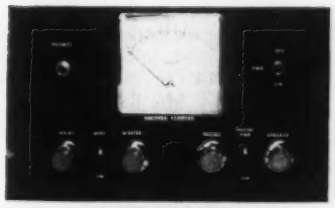
134 South West Avenue
Sioux Falls, South Dakota

NEW PROFITS AND GREATER PROMOTION

Morton Henkin, President of KSOO, Sioux Falls, says: "MINI-STUDIO has already brought us $7,000 net in new business from out-of-town remotes this year. Also, we feel it is bringing us a valuable new kind of promotion."

MINI-STUDIO IS A PORTABLE RADIO STUDIO

A handsomely designed "showpiece" cabinet housing an amazingly efficient miniature console. You get big-studio quality with the "45" playback piped into the rugged, high fidelity MINI-STUDIO mixer. Among the features—full size VU meter, mike switch, monitor speaker, voice and music mixer controls. No other remote equipment is necessary with MINI-STUDIO.



CONTROL PANEL

UNLIMITED APPLICATIONS

DJ and live talent shows from remote points such as supermarkets, theaters, nightclubs, restaurants. Originate regular neighboring town broadcasts. Terrific air and live audience appeal!

MERCHANDISING FEATURES

You can easily sell programs around MINI-STUDIO, offering your clients extra emphasis with promotion in the illuminated display compartment.

RUGGED AND SIMPLE TO OPERATE

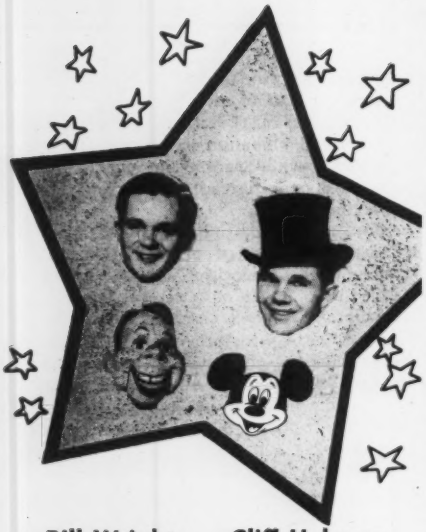
Even a layman can operate it without station supervision. Rugged birch plywood cabinet (in your choice of colors or natural) with 1¼"-thick call letters. Sturdy electronic section. Designed to withstand frequent moving.

SURPRISINGLY LOW COST

Combining high quality materials with simplicity and utility, MINI-STUDIO is priced lower than many remote amplifiers. In addition, you get a tested program idea plus a unitized radio studio you can take anywhere.

PAYS FOR ITSELF

By adding a small service charge on your time sales, you can amortize your investment in a short time.



Bill Wright Howdy-Doody
Cliff Holman Mickey Mouse
Stars of
FUN-O-RAMA
3:30 to 6 p.m., Monday-Friday

Stars Sell on Alabama's greatest TV station

WABT
Birmingham

Every afternoon Two and a half full hours, jam-packed with fabulous entertainment—that's FUN-O-RAMA! (What a place for announcements!) Bill gets going with Channel 13 Theatre (Loony Tunes, Little Rascals, an exciting serial). Tip-Top Clubhouse where Cliff works his magic and puppets. Howdy-Doody is in color. Mickey Mouse Club winds up the show. FUN-O-RAMA —the mostest of the biggest and the bestest!

You can SELL
Your Products
to Alabama folks

If you TELL
them on programs
they enjoy seeing

Represented by
BLAIR-TV

a corresponding decrease in not only the productivity of that particular station but also in the ability to fulfill the responsibility to serve its community.

"The industry at large must recognize this problem so as to avoid any future need for regulation that would fix a limit on the amount of time which a network could use over and above that optioned under the affiliation agreement.

"Certain programs would be exempt and would not be counted in the limitation on the amount of network programming which a station can carry. Among these would be major sporting events, special events of national importance, elections, and political comment."

In the sequence of his proposed changes, the first listed was one "to free the station from liability for political matter which it must carry and cannot censor and to simplify the regulations governing political broadcasts."

Other areas which he said need examination with a view toward improvement were filing of financial reports and contracts; operating and program logs; station identifications; mechanical record and reproductions; sponsored programs and announcements; program definitions; rebroadcasts; lotteries, and multiple ownership.

WHPB Belton, S. C., Starts; Childress General Manager

WHPB Belton, S. C., owned by Community Broadcasting Co., has gone on the air as a 500 w daytime, independent operation, on 1390 kc.

MR. CHILDRESS

General manager of the new station is Jimmy Childress, onetime owner of WIFM Elkin, N. C., and formerly vice president and general manager of WHCC Waynesville, N. C. Other staff members include Jim Brownell, commercial manager; Charles Smith, program director, and Mrs. Grace Brissey, receptionist.

Community Broadcasting Co. principals are Cleatus Brazzell and Otto McDonald, who also own WELP Easley, S. C.

WABC-TV Promotes Rice

GEORGE RICE, film director of WABC-TV New York, has been appointed program director, reporting to Robert L. Stone, general manager of the ABC o&o outlet. Mr. Rice, who succeeds Adrian Rodner Jr., will retain his duties as film buyer for the station.

MR. RICE

Before he joined WABC-TV in August 1954, Mr. Rice was film director of WBKB (TV), the network's Chicago station.

Succeeding Mr. Rice as film director is Tak Kako, WABC-TV film editor. Mr. Kako joined WABC-TV (then WJZ-TV) in 1950.

McKinnon Named Manager Of WSGN Birmingham, Ala.

BEN K. McKINNON, vice president-general manager of WGVL-TV Greenville, S. C., has been named general manager of WSGN Birmingham, Ala., and will assume his new duties Dec. 1, it was announced by James W. Coan, president of Winston-Salem Bcstg. Co., which is new operator of the radio station.

MR. McKINNON

Mr. McKinnon has been associated with WGVL-TV since April, 1953, and before that was sales manager for WBT Charlotte, N. C. He is a graduate of the U. of North Carolina.

The Winston-Salem Bcstg. Co. on Nov. 9 was granted an assignment of license by the FCC to operate WSGN for a total lease price of $250,000 with an option at the end of five years to purchase the station for $123,500. The company also operates WTOB-TV Winston-Salem, N. C., and WOTV (TV) Richmond, Va.

H. Leslie Atlass Suffers Arterial Attack in Chicago

H. LESLIE ATLASS, vice president in charge of CBS Central Div. and general manager of WBBM-AM-TV Chicago, was reported resting easily last week after being stricken Wednesday evening.

Mr. Atlass was revived by an inhalator squad in his Ambassador East hotel room. H. Leslie Atlass Jr., son of the CBS executive and program director of WIND Chicago, quoted a physician's diagnosis as a "spasmodic arterial condition." Mr. Atlass has suffered four major heart attacks in the past nine years.

WMAQ, WNBQ (TV) Chicago Name Whalley to New Post

APPOINTMENT of John F. Whalley to the newly-created post of director of business affairs and financial planning for WMAQ and WNBQ (TV) Chicago was announced last Tuesday by Henry T. Sjogren, assistant general manager.

A 25-year veteran of NBC in Chicago, Mr. Whalley has been serving as director of operations for the two stations. He joined WMAQ as office manager in 1930 and later became business manager for WMAQ and controller for both WMAQ and WNBQ. Before 1930 he was associated with General Electric Co.

Killgore Buys WKXV Knoxville

SALE of 1 kw daytimer WKXV Knoxville, Tenn., by Roy S. and Tom Carr to H. Scott Killgore for $100,000 was announced last week. Mr. Killgore owns WARE Ware, Mass., and WKXL Concord, N. H. He is a consulting radio engineer. Negotiations for the sale of the Knoxville daytimer were handled by Paul H. Chapman, Atlanta.

Charles Burge Appointed Sales Manager of KMOX

APPOINTMENT of Charles Burge as sales manager of KMOX St. Louis, Mo., has been announced by Robert Hyland, the station's general manager.

MR. BURGE

Mr. Burge entered radio in 1940 with KFVS Cape Girardeau, Mo. He since has served as assistant sales manager for KXOX St. Louis and KWK St. Louis. He is a member of the St. Louis Assn. of Mfrs. Representatives and is active in Variety Club work.

WSB Stations Promote Daugherty, Holbrook

C. F. DAUGHERTY, for 24 years chief engineer of WSB-AM-FM-TV Atlanta, Ga., has been named manager of the facilities division, a newly-created position to handle the physical assets of the station, according to John M. Outler, general manager, who made the announcement yesterday (Sunday). Robert A. Holbrook moves up from assistant to chief engineer, replacing Mr. Daugherty.

WSB is building a new $1.5 million plant which will be ready for occupancy about Jan. 1.

MR. DAUGHERTY MR. HOLBROOK

Mr. Daugherty joined WSB in 1922, six months after the station went on the air. Since then he has built or supervised construction of six ever-larger transmitters, including the facilities in the new building. Mr. Holbrook joined WSB in 1932, after a short stint with RCA in Atlanta.

Broadcasters Win, Lose In Municipal Elections

TWO broadcasting executives were affected directly by Nov. 8 elections.

Democratic Mayor Earl J. Glade of Salt Lake City, a board member and minority stockholder of KSL-AM-FM-TV there, lost the mayoralty election in that city to his GOP opponent, Adiel F. Stewart. In Phoenix, Jack Williams, program director and part owner of KOY there, was elected mayor in a non-partisan election.

Other public figures in Phoenix radio and tv are former Gov. Howard Pyle, now an administrative aide to President Dwight Eisenhower and on leave as vice president-program director of KTAR Phoenix and the Arizona Broadcasting System, and Gov. Ernest W. McFarland, president of KTVK (TV) Phoenix. Democratic Gov. McFarland, who as a former U. S. senator was author of the McFarland Amendment to the Communication Act, unseated Mr. Pyle in the 1954 elections.

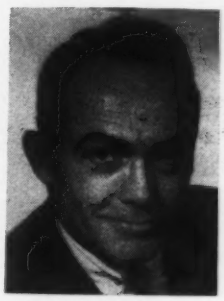
North Dakota Broadcasting Makes Personnel Changes

SEVERAL personnel appointments have been announced for the North Dakota Broadcasting Co. by Judy Lawton, operations manager. North Dakota operates KXJB-TV Valley City-Fargo, KSJB Jamestown, KCJB-AM-TV Minot and KBMB-TV Bismarck.

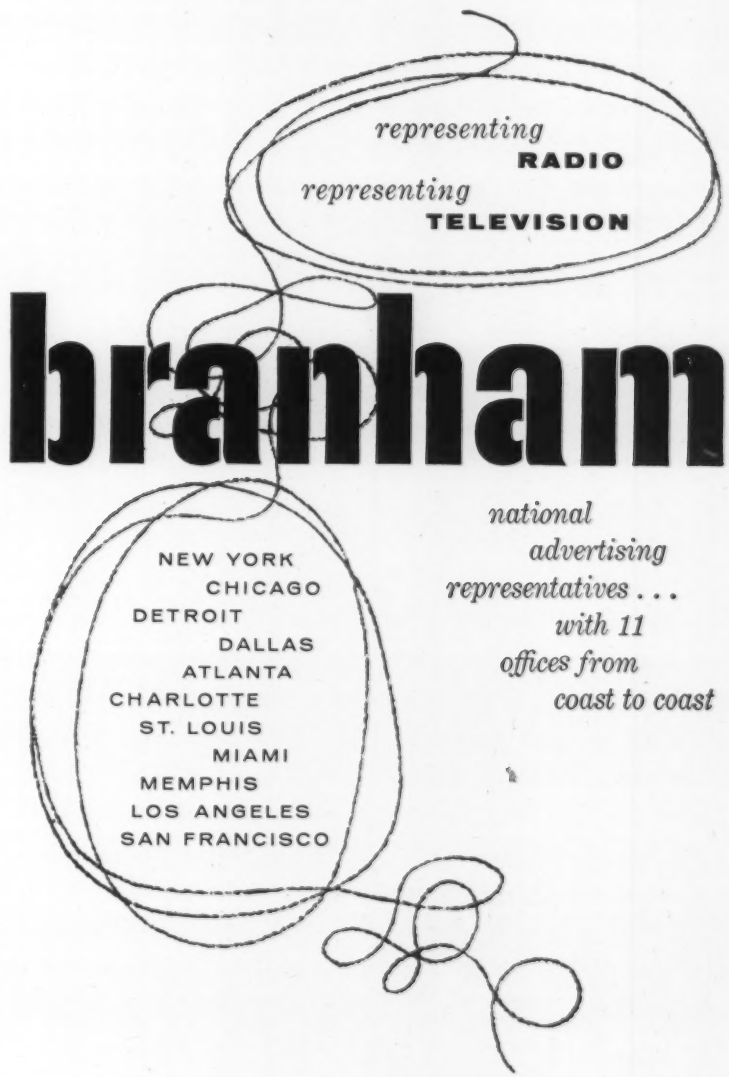
Appointments were Cis Hadley, KCJB-TV program director; Barbara Curran, promotion manager; Hal Kennedy, news and special events director; Ro Grignon, production manager; Jean Jones, continuity director, all KXJB; Dennis Falk, producer-director, and Pete Evenson, program coordinator, both KBMB-TV.

STATION PEOPLE

Ewart M. Blain, sales staff, KYW Philadelphia, named acting sales manager, succeeding **Robert H. Teter** who moved up to general manager Oct. 1. Mr. Blain was formerly sales director of WEEU-TV Reading, Pa. **W. L. Nuss,** KYW engineering department, named chief engineer. **Sheila Porterfield,** WIP Philadelphia, to KYW as promotion assistant.



MR. BLAIN



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STERLING SALT
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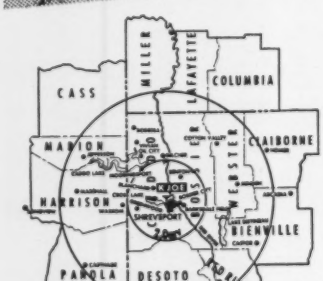
PITTSBURGH PAINTS
MAINE SARDINES
KARO SYRUP
CARLING'S ALE
BIRDSEYE FROZEN FOODS



74.6% OF THE ENTIRE BUYING POWER IN THE SURROUNDING TEN COUNTY AREA IS WITHIN 20 MILES OF OUR TRANSMITTER.

A Leading Independent
In The New South

See FORJOE for K-JOE

K-JOE

1000 WATTS DAYTIME
NON-DIRECTIONAL
SHREVEPORT, LA.

Roy D. Shotts, national sales manager, KTRM Beaumont, Tex., appointed station manager.

Steve Zinn, WTVT (TV) Tampa, Fla., returns to WITV (TV) Fort Lauderdale, Fla., as station manager. He was formerly operations manager of WITV.

H. A. Bridge Jr. named director of operations, KMHT Marshall, Tex. A 25% stockholder in station, Mr. Bridge formerly served in U. S. Navy producing radio-tv programs.

MR. BRIDGE

Ramon J. Stoupal, Conn Agency, Cleveland, Ohio, to WSRS Cleveland as promotion director.

Lou Corbin, director of special events, WFBR Baltimore, appointed news director.

William Hedgpeth, program department director of administration, WTOP-AM-FM-TV Washington, appointed film director, WTOP-TV. **Joseph P. Dowling,** Headley-Reed Tv, N. Y. station representative, to WTOP-TV as director of sales promotion.

John E. Surrick, assistant to president, WAKR-AM-FM-TV Akron, Ohio, to WPEN Philadelphia as local sales manager. He formerly served as vice president-general manager, WFBR Baltimore, Md., and was first president of Maryland-D. C. Radio & Tv Broadcasters Assn.

MR. SURRICK

Robert S. Hallock, KPTV (TV) Portland, Ore. to KLEW-TV Lewiston, Idaho, as production manager. **Robert O. Edward,** program director, KLER Lewiston, and **Gene Wilson,** KLER chief engineer-announcer, both to KLEW-TV as announcers-engineers. **Mrs. Hilda Meek,** formerly of Spokane, Wash., to KLEW-TV as secretary-receptionist.

Rod O'Connor, Hollywood actor-announcer, to KUTV (TV) Salt Lake City for two daily shows.

Lee Bery, newscaster, WOW Omaha, to KOA Denver as night news editor.

Carl Getschell, account executive, WOR New York, to sales staff, WOR-TV New York.

Harry W. Marble, CBS newsman, to WGAN-AM-TV Portland, Me., news staff.

Allen Davis, announcer, WNIX Springfield, Vt., to program director. **Fred C. Stearns Jr.** manager, WTSV Claremont, N. H., to WNIX as sales manager.

Forrest N. Morgan Jr., news-continuity director WKBR Manchester, N. H., to WCCM Lawrence, Mass., as program manager.

Charles R. Maillet appointed production manager, WRNL Richmond, Va. He formerly served in managerial capacity at WFLO Farmville, Va., and WWOD Lynchburg, Va.

Jim Lucas, account executive, WSRS Cleveland, Ohio, to KCSB San Bernardino, Calif.

Lloyd B. Gibson, former sales manager, WBBF Rochester, N. Y., to WHAM Rochester sales staff.

Arthur T. Jones, news editor and account executive, WFOX Milwaukee, to WISN Milwaukee as account executive. **Ray Probert** appointed stage manager, WISN-TV.

Charles M. Conner, account executive, WOOD-AM-TV Grand Rapids, Mich., to WTCN-TV Minneapolis-St. Paul. Both are Consolidated Television stations.

Bill Cannady, Cleveland, Ohio, newscaster, to KNCM Moberly, Mo., to direct expansion of station news coverage, special events and publicity.

David A. Lindsey, national advertising manager, *Omaha World Herald,* appointed promotion manager of WOW Omaha.

MR. LINDSEY

Robert J. Dean, KMJ-TV Fresno, Calif., to WFIE-TV Evansville, Ind., as general sales manager.

Richard Fraley, local sales representative, KFH Wichita, Kan., appointed sales manager, KTSW Emporia, Kan.

Clark Kelsey Jr., recently discharged from U. S. Air Force, to sales promotion-research staff of WBBM Chicago. **Chuck Acree,** entertainer, signed by WBBM for new series of programs, *Something to Think About.* **Kenneth Dobbs,** assistant director, NBC-TV New York, to WBBM production department.

Frank Delfino, WICC Bridgeport, Conn., announcer, to WRCA New York as staff announcer.

Beth Norman, former program director and broadcaster, KYA San Francisco, began new weekly program on KABC Los Angeles, Nov. 6.

John Corcoran, WPEN Philadelphia news commentator, resigned to devote full time to his restaurant business. **Joe Brooks,** publicist, to staff of WPEN *950 Club.*

Gene Holl, WCOL Columbus, Ohio, to WTVN that city as staff announcer.

Mrs. Jack Gordon debuted on WOOD-TV Grand Rapids, Mich., Nov. 7, as "Miss Jean" on *Romper Room* show.

Harry Endo, former announcer for KTLA (TV) Los Angeles and KRCA (TV) that city, to KGMB-TV Honolulu as producer-announcer.

Ellen Kehoe, radio sales dept., WTOP Washington, D. C., promoted to WTOP-AM-FM-TV music librarian.

Mrs. Norma Galloway, secretary, Huntington (W. Va.) Memorial Field House, to WHTN-TV Huntington sales and merchandising department.

John Gary, baritone, to WDSU-AM-FM-TV New Orleans.

Wendell D. Palmer, continuity manager, WTMJ-AM-TV Milwaukee, appointed assistant to Bruce Wallace, public service and promotion manager. **William F. McCormack** promoted to continuity manager and **Richard C. Thomas** assigned to sales contact work.

CBS RADIO NAMES FEIN, BECKER V. P.s

Radio network names executives to promotion-advertising-information and business affairs posts. Sales personnel named to new jobs.

ELECTION of Irving A. Fein and I. S. (Zac) Becker to newly created CBS Radio vice presidencies was announced Tuesday by Arthur Hull Hayes, CBS president, who said the appointments point up expanding operations of the past few months.

Mr. Fein, formerly director of public relations in Hollywood for the network, will take charge of sales promotion, advertising and press information, effective next Monday. Mr. Becker, who for a few months in 1952 was vice president in charge of business affairs for CBS Radio, returns to that post, effective immediately. He will continue to oversee Air Features Inc., a CBS property that packages radio shows, of which he was president before his return to the business affairs position.

In other changes, it is being announced Today (Monday) that Bok Reitzel, manager of the Detroit office of CBS Radio Network Sales, is taking a year's sabbatical and will be replaced by Bill Firman, now in the Chicago office of network sales; and that the post of Pacific Coast network sales manager, vacant since Mr. Reitzel's move to Detroit about a year ago, is being reactivated "in recognition of the increasing importance of the West Coast in the network sales picture" and will be held by

MR. BECKER MR. FEIN

Jack Donahue. Mr. Donahue has been with CBS since 1941, since February as an account executive in the Chicago office and before that as manager of the San Francisco office of CBS Radio Spot Sales. His headquarters will be in Los Angeles.

Mr. Fein was director of advertising and publicity for Amusement Enterprises Inc. when that organization was purchased by CBS in 1948, and came over to the network at that time. In 1951 he became director of publicity and exploitation for CBS Radio in Hollywood. This was followed in 1953 by his appointment as director of public relations there.

Mr. Becker was vice president in charge of business affairs at CBS Radio from Aug. 7 to Dec. 1, 1952, and held the same post with CBS-TV a year prior. He first became associated with CBS in 1934 as business manager and assistant director of Columbia Artists Inc., then a CBS division. He was moved into assistant director of operations at CBS in 1942 and in another round of promotions became director of operations in 1948.

Henry Howard, who had been director of business affairs for CBS Radio, last week was named to a new post with CBS-TV (see story page 92).

MACHLETT Now Makes Available a new 5736 electron tube for . . .

Final Stage 5 kW FM Transmitters

Driver Stages 5 kW and 50 kW AM Transmitters

Driver and Final Stages H.F. Communications Transmitters

The Machlett 5736 sets a new standard of reliability for this broadcast tube—the ML-5736 incorporates these design improvements:

- **Precise and stable alignment of electrodes:** for uniform operation, and to prevent cathode-grid shorts
- **Brazed radiator construction:** to eliminate hot-spotting and its effects
- **The Machlett quick "seal-in" process:** (The final "seal-in" of the tube is made in seconds by R-F heat, rather than in minutes by conventional flame heat.) to assure contaminent-free, stress-free tube: and to assure non-poisoned cathode

MAKE YOUR NEXT REPLACEMENT — The ML-5736

(Replaces directly any make 5736) . . .

Distributed by GRAYBAR

Available nationally from the Graybar Electric Company

MACHLETT MACHLETT LABORATORIES, INC., SPRINGDALE, CONN.

INGENUITY MARKS GETTYSBURG TELECAST

CBS-TV crew uses unconventional methods to bring exclusive showing of Eisenhower's new office. Town becomes communications center.

AN ELABORATE new communications center set up at Gettysburg, Pa., for radio, tv and press correspondents had a workout last Tuesday when CBS-TV presented an exclusive telecast of President Eisenhower's new office.

A CBS-TV crew headed by Ted Ayers, CBS Washington executive producer, utilized a rented Ford as a remote unit to patch up a circuit for the network feeds. The feature was carried live four times, starting with the Charles Collingwood *Morning Show* and winding up on the two Douglas Edwards news telecasts in the evening.

The CBS-TV technicians, including technical director Sandy Bell, New York, and Lou Scanna and Carl Prince, strung a one-inch coaxial cable from the President's office in the post office building across a main thoroughfare to the rented car. Power was obtained from a dentist's air-conditioning unit. The coaxial cable was strung back across the street and over several roofs to the American Legion building where AT&T has a tv and audio control center.

For the evening telecasts, the crew masked street lights and traffic signals, and lighted the building from lamp sockets in a nearby home. Lew Shollenberger, CBS Washington associate director of public affairs, and Wells Church, CBS Washington correspondent, handled the commentary. They described the President's office and reception room from memory, listening in three blocks away on the camera cues fed by Mr. Ayers.

The pickup gave a view of the President's desk and office furnishings. On a sofa were unhung paintings of Washington and Lincoln, plus a group photo including Secretaries Dulles, Humphrey and Wilson.

A radio-tv-press room has been set up in a basketball court behind the Hotel Gettysburg. Around 100 correspondents and technicians are stationed in the little town, which is having the most excitement since the famed Civil War battle.

The radio-tv-press room has Western Union equipment capable of handling 50,000 words an hour plus wire photo and dark room facilities.

Two news conferences are held daily by James C. Hagerty, White House radio-press secretary. The office of the Gettysburg College president was selected last week by Robert Montgomery, NBC-TV producer and President Eisenhower's radio-tv adviser, as a studio site for Presidential telecasts and film programs.

GIMMICKS galore were used by this quartet to set up a telecast from President Eisenhower's Gettysburg office. L to r: Ted Ayers, CBS Washington executive producer, who directed pickup; Lou Scanna, crewman; Carl Prince, cameraman; Sandy Bell, technical director.

Eight Hours of 'Monitor' To Be Dropped After Jan. 1

AN EIGHT-HOUR segment—midnight Saturday to 8 a.m. Sunday—of NBC Radio's weekend service, *Monitor*, will be dropped after Jan. 1, it was disclosed last week.

NBC spokesmen said the discontinuance was decided because not enough of the radio network's affiliated stations were picking up the segment for broadcast.

Monitor now runs continuously each weekend from 8 a.m. Saturday to midnight Sunday.

Robert E. Sherwood Dies

FUNERAL services for Robert E. Sherwood, 59, Pulitzer prize-winning playwright and author, were conducted in New York last Wednesday following his death Monday as result of a heart attack. Mr. Sherwood was signed by NBC in January 1953 to write nine original one-hour television plays over a five-year period. Two were presented, "The Backbone of America" on Dec. 29, 1953, and "Diary" on Sept. 20, 1954. In February of this year NBC released him from the contract in response to his desire to devote himself almost exclusively to writing for the legitimate theatre and motion pictures.

CBS News Plans Shift

THREE CBS foreign correspondents will be shifted next March, John F. Day, director of CBS News, said last week. Bill Downs returns to Washington after having served in Rome for more than two years; Winston Burdett, currently assigned to London, will return to Rome where he had been CBS' correspondent, 1948-1951, and Alexander Kendrick, now on roving assignment in Africa, returns to his former post in London.

WORA-TV Joins CBS-TV

AFFILIATION of WORA-TV Mayaquez, P. R., with CBS-TV as a non-interconnected outlet was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. WORA-TV (ch. 5) is owned and operated by Radio Americas Corp., of which Alfred R. de Arellano Jr. is president.

Army-Navy Game on MBS

FOR THE 14th consecutive year, MBS will cap its football coverage season with the play-by-play of the 56th annual meeting of the Army vs. Navy from Philadelphia's Municipal Stadium Nov. 26. Sponsor is the Allstate Insurance Co., Chicago, through the Christiansen Co., Chicago.

MOST ADVANCED REMOTE CONTROL EVER DESIGNED

GET THE FACTS, WRITE US TODAY

Interested in cutting operational costs? Rust's two new remote control systems can save your radio station thousands of dollars each year! New custom-engineered designs, for both directional and non directional transmitters, offer dependability and performance never before achieved. Why not investigate the possibilities for your station?

RUST
industrial co., inc.
130 SILVER STREET
MANCHESTER, N.H.

24 FUNCTION SYSTEM
Recommended for use in directional and multi-transmitter installations where up to 24 control and metering functions are required.

10 FUNCTION SYSTEM
Recommended for use in non-directional installations where no more than 10 control and metering functions are required.

CBS Radio Affiliates Schedule Board Meet

A SPECIAL all-day meeting of the board of directors of the CBS Radio Affiliates Assn. with key executives of the network will be held Dec. 8 in New York, Kenyon Brown of KWFT Wichita Falls, Tex., chairman of the affiliates board, and CBS Radio President Arthur Hull Hayes are announcing jointly today (Monday).

The meeting reportedly will be devoted to a general discussion of subjects of common interest to the network and its affiliates. In requesting the meeting, the affiliates group was said to feel such a session at this time would be especially productive because, unlike a number of earlier meetings, there are now no specific negotiations in progress—"no issues at stake"—to limit the joint quest for ways of improving network service and network-affiliate relationships. It also was pointed out that the meeting is timely in that it will be the first since the 1955-56 affiliates board was elected in Detroit in September [B•T, Sept. 19].

In addition to the day-long session, a dinner party will be held the evening of Dec. 8.

The 1955-56 affiliates board consists of Mr. Brown, who represents District 8 and who succeeded John Patt of WJR Detroit as chairman; J. Maxim Ryder, WBRY Waterbury, Conn. (District 1), who is secretary-treasurer of the board and who replaced Arnold Schoen, WPRO Providence; George D. Coleman, WGBI Scranton, Pa. (District 2); Donald W. Thornburgh, WCAU Philadelphia (District 3), who replaced C. T. Lucy, WRVA Richmond; John M. Rivers, WCSC Charleston, S. C. (District 4); F. C. Sowell, WLAC Nashville (District 5); Charles C. Caley, WMBD Peoria, Ill. (District 6); Hugh B. Terry, KLZ Denver (District 7); Saul Haas, KIRO Seattle (District 9); Worth Kramer, WJR, who succeeded Mr. Patt as director-at-large; Frank P. Fogarty, WOW Omaha, who succeeded Victor A. Sholis, WHAS Louisville, as director-at-large, and George B. Storer, Storer Broadcasting Co., who continues as director-at-large.

CBS Radio representatives at the meeting will be President Hayes; Administrative Vice Presidents James M. Seward and J. Kelly Smith; Station Relations Vice President William A. Schudt Jr., and Station Relations Manager Ole Morby. CBS Inc. will be represented by Richard Salant, vice president.

'Queen for a Day' to Tv

ACQUISITION by NBC-TV of the exclusive tv rights to *Queen for a Day* was announced last week by Thomas A. McAvity, vice president in charge of NBC-TV. The program is set to be carried during the day at a time not yet determined. Mutual carries the *Queen for a Day* radio show (Mon.-Fri., 11:30 a.m.-noon EST), which the network last week renewed for the 11th year. Robert Monroe, MBS vice president in charge of programs, said the program would continue to be scheduled on Mutual's morning program block.

NETWORK PEOPLE

Herman Lewis, former editor, Burbank (Calif.) *Independent,* to NBC press and publicity department, Hollywood.

Robert A. O'Connor, formerly with MBS engineering staff, to radio frequency division of CBS-TV engineering department.

Stan Morris, publicist, ABC-TV Hollywood, appointed trade news editor for ABC-TV Western Div.

Advertisement

From where I sit *by* Joe Marsh

Last Word in Farm Machinery

Curly Lawson was first in this area to use one of those roadside vending machines. He's sold milk and eggs in one about a year now, and recommends them highly—but with reservations.

"Mine's the latest model," says Curly. "Built-in refrigeration unit—heater—an automatic sign turner-on for night. Takes any combination of coins—even gives change!"

"However," he warned, "those machines aren't cheap to buy . . . or operate. They run about $3500. If you're not on the main highway like I am—where lots of city people pass—you'd better stick to the old methods."

From where I sit, you have to admire Curly for his pioneering spirit. Of course, there's also plenty to be said for those who tend to stick to the old proven methods. People's ideas differ on the subject—on any *subject. Like you may always drink buttermilk with* your *meals . . . while a glass of beer's the "automatic" choice with* me.

Joe Marsh

Copyright, 1955, United States Brewers Foundation

— PERSONNEL RELATIONS —

AFTRA ANNOUNCES NEW WELFARE PLAN

DETAILS of what were called "the first national welfare and pension plans for the entertainment industry" were announced last Thursday in New York by trustees of the American Federation of Television & Radio Artists pension and welfare funds. The plans cover live television performers from coast-to-coast, including those earning as little as $1,000 a year and those earning more than $100,000.

The program will be entirely financed by ABC, NBC, CBS, television producers and stations and other companies who employ performers in accordance with contracts signed in November 1954 between the industry and AFTRA. The employer contributions are equal to 5% of the gross pay of the performers. Contributions to the reserves of the funds, made since Nov. 15, 1954, amount to more than $1.6 million as of Nov. 1, 1955, according to an AFTRA spokesman.

Under the welfare plan, each performer who earns at least $1,000 a year will remain insured for the subsequent year, even if he has had no work in that latter year. Each performer will have life insurance of $3,000; accident, death and dismemberment insurance of $3,000; Blue Cross hospitalization for the member and his family; full maternity benefits, and major medical expense insurance up to $5,000 for the performer and the same amount for each of his eligible dependents.

The AFTRA pension plan will make annuity payments available as early as age 55, and contains optional benefits to continue lifetime pension coverage to widows, widowers, or children of retired performers. It also provides death benefits if the artist dies before retirement or during the early years of his retirement.

Payment of welfare benefits will commence Jan. 1, 1956, and pension benefit payments on Jan. 1, 1958. Under both plans, eligibility will be based on employment in the live television industry, rather than with a particular producer or company.

The funds are governed by a board of trustees, consisting of an equal number of industry and union representatives. The principal union trustees are Frank Nelson, national president of AFTRA, and Clayton (Bud) Collyer, first vice president. The appointment of an additional trustee to take the place of the late George Heller, former national executive secretary of AFTRA, is pending. The union alternate trustees are Alex McKee, acting national executive secretary; Raymond A. Jones, Chicago executive secretary, and Claude L. McCue, Los Angeles executive secretary. The principal industry trustees are Edward G. Wilson, vice president and general counsel of J. Walter Thompson Co.; I. S. Becker, president of Air Features Inc. and vice president of CBS Radio; and Emanuel Sacks, vice president of RCA-NBC. The alternate industry trustees are David Miller, vice president and general counsel of Young & Rubicam; Mrs. Geraldine Zorbaugh, general counsel, ABC, and Gordon Gray, general manager, General Teleradio Inc.

AFTRA Vetoes Agents' Fee

THE American Federation of Television & Radio Artists in Hollywood has voted to prevent talent agents from collecting fees on live tv or radio assignments negogiated at the minimum pay scale. The chapter turned down a proposal to have the national AFTRA board reconsider a rule prohibiting collecting of fees at minimum scale. It also voted $5 fines for members not reporting transcription or recording dates.

— MANUFACTURING —

SCATTER PROPAGATION MAY BE MEANS OF LONG-DISTANCE TV

Fledgling art could open door to intercontinental television in near future, according to forecasts at Washington seminar on vhf-uhf distance coverage.

A NEW door is opening for long distance tv.

The day may not be far off when intercontinental tv is an actuality.

The means? Forward scatter propagation.

Latest advances in the fledgling art of forward scatter communications were revealed last week in Washington at the first seminar on this method of reliable vhf-uhf distance coverage. The seminar was held under the auspices of the Institute of Radio Engineers and the George Washington U., Washington. It attracted more than 500 scientists and engineers from all over the U. S.

The seminar heard two dozen papers on various aspects of scatter propagation. It also heard:

• Dr. Allen B. DuMont forecast that transoceanic tv is at hand—via a chain of scatter relay stations marching up the eastern coast of North America and over the Great Circle route to Greenland, Iceland, and Great Britain. Each station would cover 200-300 miles, Dr. DuMont explained, using uhf frequencies and signal ricochets from the troposphere.

• FCC Comr. Edward M. Webster acknowledge that the growth of scatter systems would undoubtedly have an impact on spectrum allocation. He warned scatter advocates not to plunge into the commercial use of these new modes of transmission until something more is known of what frequencies are best and answers are at hand on what to do with radio services they may displace.

Called 'Freak' Reception

Until recently, the phenomena of receiving vhf and uhf signals at great distances were considered propagation aberrations. It was believed that the vhf and uhf frequencies permitted line of sight transmissions only. Depending on the location of the antenna and the power generated, these run from 40 to 60 miles. Indications of a vhf or a uhf signal beyond the horizon were characterized as "freak" propagation. It was agreed that during certain portions of the day or of the seasons there was more "freak" reception than at other times. This is particularly true during the seven-year sunspot cycle, which is at one of its peaks now.

Only lately, however, has it been determined that these conditions are reliable enough to the extent that they can be utilized for long distance communications.

Leaders in this experimentation were National Bureau of Standards, Lincoln Lab. of the Massachusetts Institute of Technology, Bell Labs., Collins Radio Co., RCA, and the military services.

The scatter signals are of minute strength. They require high powered transmitters and large, extremely high gain, directionalized antennas. These signals are refracted earthward from both the ionosphere and the troposphere. Both of these atmospheric layers act somewhat like a mirror to radio signals but it long was believed that the vhf and uhf radiations were not reflected in usable strength by these ionized blankets. The reflective capabilities of the ionosphere long have been used for short wave, overseas communications. It is also the means by which clear channel standard broadcast stations accomplish major land coverage.

Findings of Experiments

In the experiments on scatter propagation it had been found that vhf frequencies (25-60 mc) using the ionosphere can be transmitted from 1,000 to 1,500 miles or farther regularly and reliably. Uhf frequencies (300-5,000 mc) and the higher vhf wavelengths (above 100 mc) can be used in conjunction with the troposphere to encompass distances up to 300 miles.

At the present time there is some question whether the ionospheric-vhf technique is capable of handling wide band intelligence (such as television signals).

Bell Labs' propagation expert Kenneth Bullington told B•T that he did not see "any possibility in the next decade or more for a single hop trans-oceanic television relay."

Tremendous powers would be required, he pointed out, and the problems of fading, distortions, ghosting and other faults would indicate that the question of reliability may be insurmountable.

In his talk before the Sigma Delta Chi convention in Chicago two weeks ago, William R. McAndrew, NBC director of news, discussed the possibility of "brute force" scatter transmissions for trans-oceanic tv. He disclosed that at the present level of development, such a feat would cost $10 million [B•T, Nov. 14].

"Obviously," Mr. McAndrew said, "that is an impossible price. But it will not be long before the figure will be practical."

The probability of using a chain of relay stations, utilizing uhf frequencies and tropospheric propagation, is closer to realization, the experts stated.

Mr. Bullington referred to a video picture which had been sent over a 188-mile path between Holmdel, N. J., and Round Hill, South Dartmouth, Mass., on 5,000 mc and using 300 w transmitter and 28-ft. parabolas at the transmitting and receiving end. This was done by Bell Labs. and MIT, he explained, and proved that wideband signals could be transmitted over a tropospheric scatter medium.

There are still problems, it is said. These include such things as determining whether there is excessive ghosting, whether the signal levels vary with distance and climate, overcoming receiver noise, and the question of economics.

Basic to the extension of scatter use is the question of economics. Whether it is economically practicable to use the scatter technique—with its requirements of high power and large

Tv Before the Storm

DR. ALLEN B. DUMONT is a yachting enthusiast. His boats have been virtual floating tv laboratories. Last week, in addressing participants in the scatter seminar in Washington, he reported that tv can be an effective storm warning device.

"I have found," he said, "that abnormal tropospheric transmissions are a most effective storm warning. Invariably, when exceptionally strong [tv] signals are received from stations more than 75 miles distant, a storm or general fog condition can be expected within eight hours."

Yachtsman, man your tv receiver!

high-gain, highly directionalized transmitting and receiving antennas for intercity tv relaying as against the shorter, line of sight microwave relays (30-60 miles apart) already in existence, is an unknown factor at this time.

Washington consulting engineer John Creutz, associated with E. C. Page Communications in forward scatter development, is dubious. It would cost a telecaster about $20,000 to put in his own microwave link over a 200-mile distance, he pointed out to B•T last week. To do the same thing with forward scatter, including the transmitter, antennas, and the complex receiving equipment, would cost close to $500,000. "It's like using an elephant to pick up a toothpick," he said.

Scatter systems have been operating in the far north connecting military bases in Canada and Greenland, it is understood. Such systems are also planned for ship-to-shore circuits in conjunction with the Texas tower radar platforms being built off-shore U. S. These are all narrow band communications circuits (telegraph and voice), it is understood.

The major commercial scatter circuit scheduled to begin operation in about a year is that being constructed by AT&T to establish multichannel voice communications over the Florida Straits, between Miami and Havana. This is a distance of 300 miles. AT&T received authority to construct this facility under experimental authority from the FCC. In its application, the Bell company stated that it hoped to test out the relaying of tv programs also.

Military Use

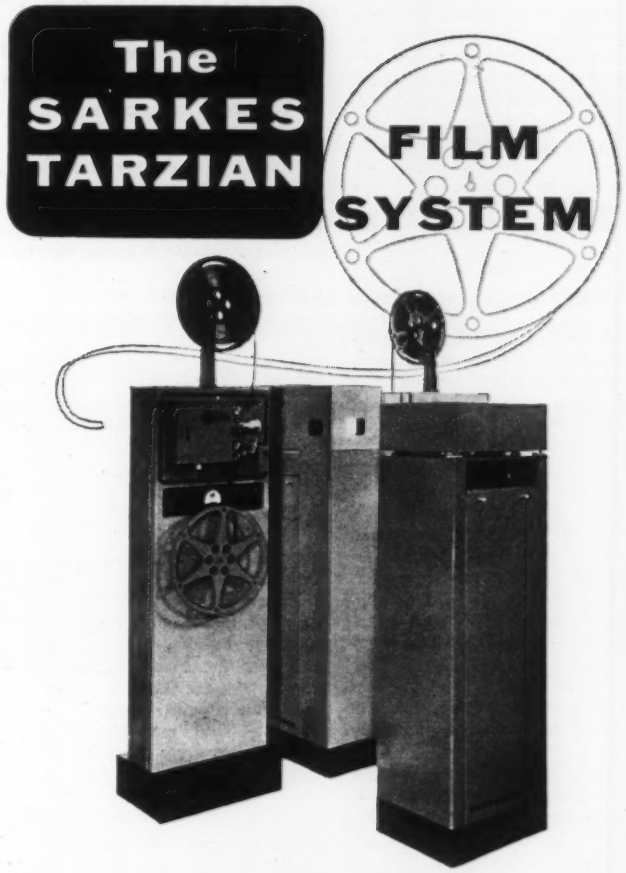
In the military usage, it was pointed out, the extra expenses of scatter systems are offset by the necessity to traverse major uninhabited, mountainous land terrains and large water areas. Fewer intermediate links—with reduced equipment and personnel requirements—are also helpful in justifying the cost, it was stated.

In his discussion last week, Dr. DuMont declared: "I think we are on fairly secure ground when we assume that uhf signals incorporating sufficient information for television pictures will be able to be transmitted satisfactorily for distances of 300 miles."

He continued:

". . . the really important potential for the use of scatter transmission [for tv] must be in areas where it is impractical or impossible to install microwave or cable. No great vision or imagination is required to come very quickly to the conclusion that this new method for long-range transmission makes trans-oceanic television possible. . . 'Forward scatter' very definitely gives the industry the tool by which it can be accomplished."

Referring to the proposals for linking the North American continent to Europe, Dr. DuMont declared that Congress ought to study the feasibility of immediately establishing such a trans-Atlantic hookup. He alluded to the Unitel Inc. proposals (William S. Halstead and associates) which envisage a chain of relay stations from the U. S. into the Canadian east coast and thence eastward over Greenland, Iceland, Faeroe Island and Great Britain. In 1953, Sen. Burke B. Hickenlooper (R-Iowa), chairman of a Senate Foreign Relations subcommittee, heard Mr. Halstead and others discuss their NARCOM (North Atlantic Relay Communications System) proposal. This was on the agenda of the short-lived Commission on



In an effort to achieve the finest in TV film quality at a reasonable price, Sarkes Tarzian engineers designed this complete film reproduction system.

The Tarzian designed, 16 mm. film projector incorporates many features usually found only in the most expensive machines. The vertical, panel-type construction of this well-styled system permits exceptional accessibility for maintenance. And, the special design permits long light application time which produces the ultimate in fine quality film reproduction when used with the Vidicon film camera.

The Vidicon film camera, when operated with the special multiplexer provided with the package, has more than 600 lines horizontal resolution, with no shading problems and no secondary reflections.

To complete the complement of this outstanding package, there is the remarkable automatic slide projector which holds 100 slides, anyone of which can be selected in any sequence. You can buy the complete package, consisting of two 16 mm. film projectors . . . 1 automatic slide projector . . . Vidicon film camera chain . . . multiplexer . . . and all pedestals for approximately the price of the old Iconoscope film camera alone, $12,400.

Write for detailed information

Sarkes Tarzian, Inc.
BROADCAST EQUIPMENT DIVISION
Bloomington, Indiana

International Telecommunications, established by a 1953 Senate resolution (S. J. Res. 96). This commission never received an appropriation.

Comr. Webster, who was the keynote speaker at the two-day seminar, called attention to the fact that there were no non-government frequencies available for fixed services in the 30-60 mc band, and only a few bands available in the area above 100 mc. These bands are pretty well occupied, he pointed out. Fm broadcasting occupies the 88-108 mc region, and tv parts of the vhf and uhf portion of the spectrum.

Tv's ch. 2 (54-60 mc) thus lies, it is believed in some quarters, under the gun of demands for this band if needed for long distance continental U. S. scatter communications systems. Trans-oceanic scatter communications using the 54-60 mc band would not conflict with tv's use of ch. 2 in the U. S., it was suggested.

The use of scatter propagation for international communications, Comr. Webster said, called for international agreements to permit these methods to be used without interference.

Last month, the FCC announced that it had no present intention of establishing frequencies for forward propagation by ionospheric scatter. At that time, FCC engineers pointed out that interference to tv's ch. 2 from scatter propagation should not be noticeable. The interference, they said, should be no more than already received by the 54-60 mc band from various types of skywave interference and in addition the scatter signals should be extremely weak.

Among other speakers at the scatter seminar who touched on television were Kenneth A. Norton, Central Radio Propagation Lab., National Bureau of Standards, and William E. Gordon, Cornell U., Ithaca, N. Y.

Seidel Sees Electronics Jump

PREDICTION was made last week by Robert A. Seidel, executive vice president, consumer products, RCA, that the dollar volume of America's electronics industry will jump about 30% during the next two years to about $14 billion from the present $11 billion. Mr. Seidel told a luncheon meeting of civic and business leaders preceding the formal opening of a new distribution center of the RCA Distributing Corp. in Buffalo that 10 years ago the electronics industry had annual sales of about $1.5 billion and in 1950 the figure had passed the $6 billion mark.

SATELLITES AS TV RELAY POINTS PONDERED

Man-made vehicles circling earth could serve to beam television programs across the ocean, General Electric engineer tells American Rocket Society meeting.

POSSIBILITY of utilizing man-made satellites as relay points for beaming television programs across the ocean was advanced by a General Electric Co. research engineer at the 25th annual meeting of the American Rocket Society in Chicago last week.

Satellites circling the earth could serve as reflectors for television waves, according to R. P. Haviland, who discussed applications of satellite vehicles in weather forecasting and charting.

(A similar prediction was made to Sigma Delta Chi in Chicago last fortnight by NBC's William McAndrew [B•T, Nov. 14].)

Mr. Haviland declared that the satellite "must compete on an economic basis with services now in existence."

"There are a few exceptions, of course, such as the transoceanic relaying of television signals, where present techniques are not adequate, but even these are marginal in cost," he asserted. Mr. Haviland suggested that in a later stage the satellite could be used with television and facsimile techniques to make "low detail large area investigations" for mapping and cartography.

Use of 10 Satellites

Some scientists have suggested intercontinental tv could be made a reality by using 10 satellites on different orbits and at various heights, Mr. Haviland said.

As to weather charting and forecasting, Mr. Haviland said a review of resolution and coverage curves indicates that "television relaying is very useful, although the greater resolution provided by facsimile would be helpful for some measurements, such as cloud height." Resolution of tv is about 400 lines and of facsimile about 1,000 lines per inch, he added.

In another paper, Andrew G. Haley, director and general counsel of the society and member of the Washington law firm of Haley, Doty & Wollenberg, also discussed the "unmanned earth satellite." He explored Dr. John R. Pierce's theory that the earth satellite program will aid transoceanic communications on earth with two systems:

(1) consisting of enough satellites in relatively near orbits so that one of them is always in sight at transmitting and receiving locations, and (2) a single satellite 22,000 miles above earth and visible to all inhabited earth areas.

"A 5 mc television channel to be carried by the single satellite system would require a 1,000-ft. sphere repeater, and 10,000 kw power on earth. The same channel carried by a system of low level satellites would require only 100 kw power," Mr. Haley noted.

He declared:

"We must look forward . . . in the very near future to the advent of the manned, earth returnable satellite. We must also prepare to meet the well-founded contingency that states will not divert the use of the spectrum space allocated on a governmental basis to the control of communication with either unmanned or manned earth satellites.

Mr. Haley urged a study of communications requirements on manned and unmanned satellites by the International Radio Consultative Committee (CCIR), which should be advised he said, of available frequency band for remote control of and communication with satellites. He said UNESCO should send representatives to CCIR sessions—and International Telecommunications Union to UNESCO—to discuss radio allocations in connection with satellites. ITU should initiate proceedings for allocation of frequencies in connection with control-communication aspects of satellites, he added.

Final Units Being Installed For Dallas Candelabra System

DELIVERY by RCA of a 50 kw vhf transmitter to WFAA-TV Dallas has been announced by A. R. Hopkins, manager of RCA's broadcast equipment marketing department. Mr. Hopkins explained that the transmitter is virtually the final link in the installation of the candelabra transmitting antenna, which will permit WFAA-TV and KRLD-TV Dallas to share a common antenna site and tower.

A radical design, the candelabra-type construction provides separate antennas—a different type for each of the stations—mounted 75 feet apart on a triangular platform atop a 1,438-ft. tower [B•T, July 25]. The system, RCA said, already has been erected and electrically connected. The stations expect to begin operations at the site next month.

Mitchell Thinks Estimates On Electronics May Go Up

CURRENT volume estimates of the fast-expanding electronics industry may have to be revised upward because of the rapid growth of commercial and industrial electronics, Don G. Mitchell, chairman and president of Sylvania Electric Products Inc., said Wednesday.

Mr. Mitchell's caution on predictions was made during an address at the annual convention of the National Electrical Mfrs. Assn. in Atlantic City, N. J. He said that "current predictions"—which later probably would need revision—are for an annual volume of about $9½ billion that will increase to $15 billion by 1960 and $20 billion by 1965. Mr. Mitchell stressed the anticipated need for stepped-up mechanization to meet both the electronics and electrical expansion.

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'Locked Tv Test'

IN MINNEAPOLIS a television receiver nobody watches has been on for 201 operating days and nights—over 3,576 hours or the equivalent of more than three years of average use—as part of a "locked tv test" for Westinghouse Electric Corp.

The demonstration is a promotion for the company's Reliatron tubes at Lew Bonn Co., electronic parts distributor. Three sets originally were turned on starting April 25. One burned out in Minneapolis after 3,500 hours and another in St. Paul after 3,000 hours. In both cases only the picture tubes failed.

Color Tv to Hit Stride In 1958, Abrams Predicts

COLOR TV will hit its stride in 1958 when a mass market for color receivers with annual sales of three million units will have been achieved, Benjamin Abrams, president of Emerson Radio & Phonograph Corp., predicted Wednesday. Mr. Abrams said that he would expect the retail price level of sets that year to be approximately $300.

Mr. Abrams also expected some 500,000 color sets to be sold next year and sales to jump to 1.5 million units in 1957.

Mass consumer interest in color tv, according to Mr. Abrams, who spoke in New York before what was described as "a group of electronic executives the membership of which cannot be divulged," will not materialize until "the barrier of high prices is hurdled." Needed, he said, are more and better color programs to stimulate greater public interest and demand for sets.

Mr. Abrams said that he expects a substantial rise in color receiver sales next year pegged mainly to prospective increases in daily color programming. By 1960, he said, color receiver sales will pass black-and-white sales and "both will sell side-by-side for many years to come."

General Electric Expands

GENERAL ELECTRIC Co.'s radio and television department, Syracuse, N. Y., has leased a 25,000 sq. ft. single-story building in the vicinity of Electronics Park to house the department's product service section as well as the replacement parts commercial service and inventory. The building, currently under construction, will be ready for occupancy March 1, 1956.

GE Shipping to Five

GENERAL ELECTRIC Co. last week reported shipment of a 35 kw amplifier to KREM-TV Spokane, Wash. (ch. 2); a three-bay antenna to KBST-TV Big Spring, Tex. (ch. 4), and a one-bay antenna to KPRC-TV Houston (ch. 2), plus orders for Dec. 15 delivery of a studio camera chain to WTHS-TV Miami (ch. 2, educational station) and a three-bay antenna to KPTV (TV) Portland, Ore. (ch. 27).

5,000 WATTS Day and Night

WESTERN MICHIGAN'S

WKNK

MUSKEGON, MICHIGAN

LOW RATES

ASK HIL F. BEST

DEBENTURE SALE STARTED BY RCA

Common stockholders of corporation offered right to subscribe for $100 million. Buying to be ended on Dec. 5.

RCA is offering its common stockholders the right to subscribe for $100 million of 3½% convertible subordinated debentures due Dec. 1, 1980, at the rate of $100 principal amount of debentures for each 14 shares of common held of record last Thursday, Brig. Gen. David Sarnoff, RCA board chairman, announced Friday. First public disclosure of the offering had been made by General Sarnoff last month [AT DEADLINE, Oct. 3].

General Sarnoff said the debentures are priced at 102½% with the right to subscribe expiring Dec. 5 at 3:30 p.m. EST. They are convertible into common stock at $50 per share at any time on, or before, maturity. Underwriter is a nationwide group of investment banking firms headed jointly by Lehman Bros. and Lazard Freres & Co.

Net proceeds of the debentures' sale initially will be added to RCA's working capital. RCA in the past five years spent $161 million for additions and improvements to its properties, General Sarnoff said, and as of Sept. 30, about $28 million had been authorized for future additions and improvements.

Sales volume expanded from approximately $586 million in 1950 to approximately $941 million in 1954 and during the first nine months of this year, sales totaled about $740 million, the highest for any comparable period in RCA's history, according to General Sarnoff, who noted that the continued expansion will increase materially the needs for working capital.

The debentures have the benefit of a sinking fund under which $4.5 million principal amount of the debentures will be retired Dec. 1 in each of the years 1965-1979, inclusive. RCA also has the option to provide for retirement through the sinking fund of up to $4.5 million principal amount of debentures 1960-1979, inclusive.

Debentures comprise the only long term debt of RCA except for $150 million of promissory notes which are due 1970-1977, held by insurance companies. Outstanding also are 900,824 shares of $3.50 first preferred stock without par value and 13,923,327 shares of common stock without par value.

Engstrom Appointment Tops RCA Executive Assignments

DR. ELMER W. ENGSTROM has been appointed senior executive vice president of Radio Corporation of America, and in this capacity will be in charge of RCA Laboratories, Defense Electronic Products, and Commercial Electronic Products. He also will oversee Engineering Services, Manufacturing Services, and Product Planning staff activities.

Other new RCA executive assignments on the staff of chairman of the board and president:

Ewen C. Anderson, named executive vice president, Public Relations, responsible for the Commercial Dept., Press Relations, and Institutional Advertising, Washington office, and Community Relations activities.

Charles M. Odorizzi, appointed executive vice president, Sales and Services, responsible for the RCA International Division, RCA Communications Inc., RCA Service Inc., RCA Victor Distributing Corp., and RCA Institutes Inc.

Robert A. Seidel, continuing as executive vice president, Consumer Products, placed in charge of RCA Victor Television Division, RCA Victor Radio and "Victrola" Division, and RCA Victor Record Division.

W. Walter Watts, named executive vice president, Electronic Components, in charge of the Radiomarine Corp. of America and the Tube Division.

Added to the staff of the chairman of the board and the president but continuing in their present assignments are Ernest B. Gorin, vice president and treasurer; Edward M. Tuft, vice president, Personnel, and Robert L. Werner, vice president and general attorney.

$2.7 Million Addition To RCA Cambridge Plant

RCA is building a $2.7 million addition to its Cambridge, Ohio, plant "to meet the demands for increased production of tape recorders and high fidelity instruments," James M. Toney, vice president and general manager, RCA Victor Radio and "Victrola" Div., said last week.

The new building, which will be completed sometime next year, will add more than 210,000 sq. ft. of floor space to the existing 135,000 sq. ft. that is used now for making fabricated parts for record players, radios and tv receivers and for the assembly of record changers and phonographs. Mr. Toney said the expansion would lead also to increased employment at the Cambridge plant which now has some 1,400 workers.

"BIG TIME DAYTIME" programming with any commercial handling you want . . . live cameras always available.
"BIG TIME DAYTIME" precedes the sensational new ABC-TV evening schedules. Contact Free & Peters or:

Don Davis, *First Vice President*
John Schilling, *Vice Pres. & Gen. Mgr.*
George Higgins, *Vice Pres. & Sales Mgr.*
Mori Greiner, *Director of Television*

RCA Vidicon Tubes Reduced

REDUCTIONS in the prices of RCA-6198 and RCA-6326 vidicon camera tubes have been announced by Lee F. Holleran, general marketing manager, RCA Tube Division. The 6326 type is employed in black-and-white and in color tv broadcast film cameras, while type 6198 is used extensively for industrial tv applications.

Suggested resale prices were reduced from $315 to $230 on type 6198 and from $565 to $515 on type 6326. Mr. Holleran said the new prices were made possible by "substantial savings in manufacturing costs."

MANUFACTURING SHORTS

AT&T last week announced it will offer for sale unsubscribed portion of its recent $637,165,800 convertible issue, starting tomorrow (Tues.) or shortly after. Spokesman said amount not subscribed is $3,518,000, or about one-half of one percent of original amount offered.

Motorola Inc. announces preparation of new high fidelity record to demonstrate its new line of phonographs. Record is produced by Columbia Transcriptions. Dealers and distributors are urged to enclose record with each machine.

Zenith Radio Corp. announces two new four-speed phonograph models in low-priced field as part of line for coming season. Speeds are conventional 33 1/3, 45, 78 and new rate of 16 2/3 rpm for Zenith "talking book" records. Models are designed as portables for AC operation.

Electro-Voice Inc., Buchanan, Mich., has published new 32-page catalog No. 120 of professional broadcast microphones. Company invites requests for illustrated booklet, addressed to Electro-Voice Inc., Buchanan, Mich.

Entron Inc. (electronics mfr.), Bladensburg, Md., appoints Electroline TV Equipment Co., Montreal, distributor for eastern Canada.

Perkin-Elmer Corp., Norwalk, Conn., announces motor-driven zoom lens with 30-150mm focal length range, applicable to 16mm tv use. Auto-Zoom Model 16TV lens, designed for use with vidicon tube, can focus from six feet to infinity. It can be controlled any distance from camera and features remote controls for any number of cameras, permitting use in locations normally inaccessible to operator. Company has also devloped motorless model of Auto-Zoom for use with lightweight, hand-held tv cameras.

David Bogen Co., N. Y., offers new line of custom hi-fi tuners and amplifiers for home music systems. New models include separate components and combinations of am-fm tuner, preamplifier and power amplifier on single chasis, available with optional enclosures.

Ultra Modulation Co., Red Bank, N. J., has introduced audio control system which permits use of high audio power levels. New system accomplishes complete control of negative half cycle of modulation envelope, company says, by electronic switching which reproduces on negative half cycle exact wave form achieved during 100% modulation.

Insuline Corp. of America (electronic parts, equipment), Manchester, N. H., has become subsidiary of Van Norman Co. (machine tools), Springfield, Mass. In his announcement, Samuel J. Spector, Insuline president, said no change in officers or personnel will be made.

'Commercial Killer'

FOR SEVERAL WEEKS now, all day long, six days a week at its display salon at 333 N. Michigan Ave., Zenith Radio Corp. has been beaming, via loudspeaker, the virtues of its new flashmatic "commercial-killing" device to passersby. The announcer invites them to come inside, in pitchman style, and see the wonders of the product after delivering this pitch: "Are you tired of hearing 15- and 20-minute commercials on television?" The flash guns are made readily available to all interested parties on request, and they can sit and play with them for hours.

MANUFACTURING PEOPLE

Robert S. Saichek, previously advertising and sales promotion manager at Ampro Corp. and advertising and public relations director of Eicor Corp., appointed sales promotion manager of Motorola Inc., Chicago.

MR. SAICHEK

Richard M. Osgood, chief, electronics system div., Air Materiel Command, U. S. Air Force, appointed manager of equipment fabrication of new Waltham (Mass.) Labs. of Sylvania Electric Products Inc.

R. J. Sargent, manager of major appliances, Westinghouse Electric Corp. appointed general manager of newly-created major appliance division. He will headquarter in Mansfield, Pa., and report to J. H. Ashbaugh, vice president of Westinghouse appliance divisions.

Karl H. Carstens, retail advertising manager, Magnavox Co., Fort Wayne, Ind., appointed advertising manager, succeeding **E. L. Redden,** resigned. **Charles W. Weingarner,** Feldkamp-Malloy Inc., Chicago art agency, to Magnavox as advertising production manager. **Thomas C. Wyatt,** assistant advertising manager, Magnavox, has resigned.

Robert G. Beebe, distributor service manager, Ward Products Corp. (electronics), Cleveland, Ohio, to Thompson Products Inc. that city to promote Superotor, antenna rotator.

Dr. Heinz K. Henisch, transistor authority of U. of Reading, Great Britain, on one-year leave of absence to accept appointment as visiting scientist at Sylvania Electric Products Inc. Physics Lab, Bayside, N. Y.

Seymour D. Gurian, former assistant N. Y. sales manager and senior engineer, Radio Receptor Co., Brooklyn, N. Y., appointed sales manager of company's engineering products division.

B. M. Barrett, general consumer products manager, RCA Victor Co. Ltd., Montreal, and **J. A. O'Hara,** southern region RCA Victor field representative, appointed to new posts in RCA's International Div. Mr. Barrett was named director of international marketing department, and Mr. O'Hara was appointed sales manager, military exchange services.

WMT, WCCO-TV WIN TOP NEWS AWARDS

Thirteen radio and tv stations singled out for news operations and reporting in 1955 competition conducted by Northwestern U. for news directors association.

WMT Cedar Rapids, Iowa, and WCCO-TV Minneapolis were judged the "outstanding" radio and tv news operations, respectively, of 1955 in the annual awards competition conducted by Northwestern U. for the Radio-Television News Directors Assn.

The awards, which singled out 13 radio and tv outlets as winners, were announced Saturday (Nov. 19) by Prof. Baskett Mosse, chairman of the radio-tv department of NU's Medill School of Journalism, at the RTNDA convention in Denver. News directors of WMT and WCCO-TV are Richard Cheverton and R. G. Johnson, respectively.

WMAQ Chicago and its news chief, William Ray, were cited for the year's "outstanding news story broadcast"—coverage of the manhunt for Richard Carpenter, accused police slayer. The "outstanding tv news story" award went to KTIV (TV) Sioux City, Iowa, and News Director Ken Wayman for court reporting on tv.

Among stations receiving "distinguished achievement awards" for news operation were: (for radio) WLS Chicago (news director, William J. Small); WHO Des Moines, Iowa (news director, Jack Shelley); WKBN Youngstown, Ohio (news director, Gene Starn), and 2GB Sidney, Australia (news director, Hugh Elliot). For tv were: WBAP-TV Fort Worth, Tex. (news director, James A. Byron), and KLZ-TV Denver, Colo. (news director, Sheldon Peterson).

In radio news reporting a similar award was presented to WSJS Winston-Salem, N. C., and F. O. Carter, its news director. WJAR-TV Providence, R. I., and WFIL-TV Philadelphia won for "distinguished achievement awards" in television news reporting, citing Warren Walden and Charles Harrison, respectively, as news chiefs.

Serving as contest judges for the annual competition were Francis McCall, executive producer for news, NBC, New York; Howard Kany, CBS Newsfilm, New York, and Charles Day, news director, WGAR Cleveland.

Academy Seeks Cooperation In Choosing 'Emmy' Winners

PLANS were set in motion at a luncheon meeting in New York last week to insure more effective cooperation between the East and West Coasts in the organizational structure of the Academy of Television Arts & Sciences and in the selection of its "Emmy" Awards.

Don De Fore, Academy president, called upon east coast executives to work more closely with their counterparts in Hollywood.

Ed Sullivan, CBS-TV personality, who has been a past critic of the Academy and of its system of selecting "Emmy" winners, claimed at the meeting that the Academy award program in the past had been "unfair," because of faulty classification of tv programs and lack of criteria for setting up eligibility of voters. Mr. Sullivan noted that *Disneyland* was given an award last year as "the best variety show."

At Mr. De Fore's suggestion, a temporary

committee of east coast tv personnel was formed to recommend improvements in the structure of the Academy and its method of selecting winners.

Mr. De Fore also announced that President Eisenhower has been selected to receive a special Emmy award for "his distinguished use and encouragement of the television medium." The award will be made to the President sometime during his convalescence at his farm in Gettysburg, Pa.

The Academy's annual awards dinner will be telecast by NBC-TV for the second time next March 17 under the sponsorship of the Oldsmobile Div., General Motors Corp. The event will be carried as a Saturday night color spectacular, with originations in both New York and Hollywood.

Conelrad Award Scheduled

CERTIFICATES of commendation from the United States Government will be presented early in December to approximately 1,300 radio stations throughout the nation participating in Conelrad, the emergency broadcasting system in case of enemy attack.

Formal presentation will be made to Washington, D. C., radio station executives, and the Federal Civil Defense Administration, which is arranging the event, said that it will publicly mark other presentations that of necessity will be made by mail.

AWARD SHORTS

WCBS New York received special citation by Greater New York Fund for volunteer work on Fund's behalf.

WAVZ New Haven, Conn., cited on honor roll of United Fund of New Haven as "Pacesetter," for its contribution to annual campaign.

WATR Waterbury, Conn., received meritorious service award of Disabled American Veterans Oct. 25 for service to listeners during Aug. 19 flood. Waterbury Civitan Club also cited WATR for service "beyond the call of duty."

WKNY-AM-TV Kingston, N. Y., received letter from Mayor Fred H. Stang commending station's flood coverage. Station staff also was commended by Chamber of Commerce, telephone company and civil defense director.

Charles Shaw, news director, WCAU-AM-FM-TV Philadelphia, presented annual Better Understanding Award of English-Speaking Union for "sincere and continuing effort to achieve better understanding between the English-speaking peoples." This is second consecutive year he has been cited by Union.

"First she buys a radio—then what happens? KRIZ Phoenix sells her a vacuum sweeper!"

Frank E. Schooley, director of broadcasting, U. of Illinois, Urbana, presented citation by National Assn. of Educational Broadcasters in recognition of 20 years service to organization.

French Broadcasting System and **British Broadcasting Corp.** were honored during National Assn. of Educational Broadcasters' 31st annual convention with special recognition citations for contributions to educational broadcasting and other factors. FBS was cited for "program contributions to educational stations in America." Citation to BBC was "for its many noteworthy contributions to American education broadcasting."

Bob McDermott, farm director at WSBT-TV South Bend, Ind., presented certificate of award and recognition from Cass County (Michigan) 4-H Club for helping promote 4-H and other farm organization projects.

Jim (Ed) Erwin, WCUE Akron, Ohio, sports director, proclaimed honorary Kentucky colonel. He formerly broadcast sports in Owensboro, Ky.

"Outstanding" reporting of Trieste situation over period of years brought WOV New York, Italian-language station, silver medal award from Mayor of Trieste, Dr. Gianni Bartoli. He presented medal on visit to U. S.

William B. Caskey, vice president and general manager, WPEN Philadelphia, given Award of Appreciation by Junior Baseball Federation at banquet in his honor. Recognition was for services as chairman of 1955 Phillies-Washington Senators benefit game.

George Putnam, KTTV (TV) Los Angeles newscaster, selected "most outstanding local television newscaster" by Bell-Maywood Business & Professional Women's Club.

WRBL-TV Columbus, Ga., Chattahoochee *RFD* show cited by Georgia Farm Bureau Federation for service to agriculture.

WHLI Hempstead, N. Y., cited by American Cancer Society for "notable assistance in the 1955 crusade. . . ."

Ralph Edwards and *This Is Your Life,* NBC-TV, which he emcees, cited by National Assn. for Mental Health for show about man who recuperated from mental illness.

Cleo Craig, president, American Telephone & Telegraph Co., received Gold Medal Award of Achievement Nov. 14 from U. of Pennsylvania Wharton School alumni society. Presentation was broadcast by ABC Radio.

WMAQ Chicago and newscaster Len O'Connor presented citation by Back of the Yards Council for "distinguished service" in connection with juvenile delinquency series, *They Talked to a Stranger.*

Donald W. Thornburgh, president-general manager, WCAU-AM-FM-TV Philadelphia, presented citation by U. S. Treasury Department for stations U. S. Savings Bonds promotion.

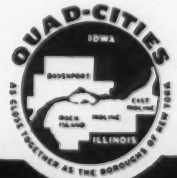
Lawrence Christopher, B•T associate editor in Hollywood, awarded first place in non-fiction magazine writing division of national competition conducted by Sigma Delta Chi, professional journalism fraternity, at its convention in Chicago. Recognition was given Mr. Christopher for his B•T feature story "Radio in 1955: Grass Roots Giant" [B•T, April 18] analyzing the trend toward acquisition of small, community radio stations.

WHAM-TV Rochester, N. Y. commended by National Board of Fire Underwriters in citation for fire prevention promotion.

BIG VOICE IN SPORTSLAND
WJPG
People in Northeastern Wisconsin like Action
Buying Action! Sports Action!
Green Bay's 5,000 watts daytime (500 night) station, WJPG, translates this "sports-happy" audience into volume sales. You've always got a loyal, responsive audience on WJPG . . . the area's top Sports Station!

5,000 Watts Daytime
500 Watts Night
MBS • GREENBAY, WIS.
Represented by Burn-Smith Company

When the surveys indicate that
WHBF am. fm. tv.
is the
"Quad-Cities' Favorite"
. . . we believe that this distinction has been earned and achieved through the 25 years of continuous, reliable WHBF service in the broadcasting of news, education and entertainment to an appreciative Quad-City community . . . now ¼ million people.
Les Johnson, V.P. and Gen. Mgr.



Quad-Cities' favorite
WHBF AM FM TV
TELCO BUILDING, ROCK ISLAND, ILLINOIS
Represented by Avery-Knodel, Inc.

SAVE
in albuquerque
denver
salt lake city
with SKYLINE GROUP DISCOUNTS

SALT LAKE CITY KDYL-KTVT
DENVER KLZ AM-TV
ALBUQUERQUE KOB AM-TV
SKYLINE GROUP, RADIO-TV
Covering the Uranium
Triangle—Colorado, Utah, New Mexico
J. I. MEYERSON, 3432 RCA BLDG., N. Y.
THE KATZ AGENCY · BRANHAM CO.

MAGNIFY YOUR SALES
IN THIS STABLE $140,000,000.00 MARKET

$53,752,000 IS A LOT OF HAMMERING!

THE MARKET
Pennsylvania Anthracite Region
Retail Sales—$885,484,000
Building Supplies—$53,752,000
THE BUILDERS—
WHWL and WISL
Complete Coverage of 9 Counties
Cost—60 Cents per 1000 Families
NAIL DOWN THIS RICH MARKET!
1954 Consumer Markets—SRDS
See FORJOE & CO.
WISL 1 KW—Shamokin, Pa.
WHWL 1 KW—Nanticoke, Pa.

INTERNATIONAL

Color Tests Now Underway At BBC's London Station

COLOR television tests now are underway at the British Broadcasting Corp.'s London station at Alexandra Palace, with equipment being used generating a modified type of the color signal set up by the National Television Systems Committee in the United States.

Purpose of the tests is to explore the degree of compatibility of the system by making observations on some thousands of black-and-white receivers and to see whether the system is capable of producing a consistently good quality color picture.

Increase in Radio Set Buying By Canadians Told at Meet

SALES of home radio sets in Canada this year are up 15.6% and automobile set sales have risen 74.5%. These increases were told to Canadian advertisers and agency executives by A. A. McDermott, general manager of Radio and Television Sales Inc., at the French market conference of the Toronto Advertising and Sales Club.

French-Canadians have the highest ratio of radio receivers in Canada, Mr. McDermott reported, with 98% of all homes in Quebec province having at least one radio whereas the national Canadian average is 96%.

Mr. McDermott also pointed out that French-Canadians have the highest daytime sets-in-use figure anywhere in the world and that nighttime radio shows attract owners of at least half the sets in use.

Earlier at the conference, economist Valmore Gratton expressed the belief that advertising to French-Canadian families should differ from that directed to English-speaking Canadians. For example, he said, French-Canadian women are more style conscious and consequently will buy more frequently clothes and house furnishings.

Colombia Plans Radio Network

COLOMBIAN government has ordered equipment from the West German firm of Telefunken for a radio network to be made up of seven broadcasting stations, with the key station located in the capital city of Bogota, according to a news bulletin of the Bonn Government.

Initial order, the bulletin reported, calls for enough equipment to operate two medium-wave band stations and two short-wave outlets, with three additional stations planned to service Colombia's high altitude listening areas.

RCA Expands in Latin America

RCA International Div. has created two new sales posts in Latin America to improve its distribution facilities in Central and South America as well as the Caribbean area.

Named to head the new South American sales department in Bogota, Colombia, was Carl E. Treutle, former general sales manager of Almasen Americano, Venezuelan RCA distributors. Appointed as regional sales manager for the Caribbean area as well as Central America, with headquarters in the Miami sales office, was Frank A. McCall, former RCA international manager of record sales and marketing.

INTERNATIONAL SHORTS

CKCO-TV Kitchener, Ont., Canada, boosted power Nov. 11 from 29 to 54 kw, using new 651-ft. tower. Mayors of ten communities in extended coverage area appeared on special show celebrating event.

CKNW New Westminister, B. C., Canada, has new 30-ft. mobile broadcasting studio. Trailer studio is used for promotion at store and service station openings, housing developments and public service events.

Uruguay has bought complete television station from International General Electric Co. for educational use. Servicio Oficial de Difusion Radio Electrica, country's communications authority, will locate new outlet at Montevideo. GE is building equipment at Syracuse, N. Y., for installation early next year.

CJMS Montreal has appointed Horace N. Stovin & Co., Toronto, exclusive representative.

Canadian Broadcasting Corp. has outlined in small booklet its needs for original plays and other program material for both radio and television. Booklet, entitled *Writing for CBC Radio & Television,* outlines all type of program material needed and rates of pay for scripts of all types. CBC this year requires over 500 half-hour and hour-long scripts and has enlarged its script editing staff to promptly handle program material. Inquiries should be addressed to Canadian Broadcasting Corp., Box 500, Terminal A, Toronto, Canada.

Canadian Government, through the Department of National Defense, has started half-hour tv show, *Dateline,* alternate weeks on all Canadian tv stations, both French and English. Show deals with Canadian history and is produced by Canadian Broadcasting Corp. Commercials are for Canadian Army Recruiting. Walsh Adv. Co. Ltd., Montreal, placed account.

General Mills Ltd. (baking products), Toronto, Canada, has started weekly *Celebrity Playhouse* on 16 Canadian tv stations. Agency is E. W. Reynolds Ltd., Toronto.

INTERNATIONAL PEOPLE

Lionel Marin named general manager of CJMS Montreal and **Paul Leduc** program director.

Pat Freeman, formerly sales director of Canadian Assn. of Radio & Television Broadcasters, to executive secretary, Canadian Assn. of Advertising Agencies, Toronto.

William Falkner, newscaster, CKFH Toronto, to program director of CJET Smith Falls, Ont.

Anne Sass-Wilson, formerly of CJON St. John's, and CJOY Guelph, to promotion and publicity director of S. W. Caldwell Ltd., Toronto, program and equipment distributor.

Joe Carr, veteran singer of CFRB Toronto, died at his Toronto home Nov. 9 of throat cancer.

HOWARD E. STARK
BROKERS and FINANCIAL CONSULTANTS
RADIO and TELEVISION STATIONS
50 EAST 58th STREET EL 5-0485
NEW YORK 22, N. Y.
All Inquiries Confidential

Will this blot spread... or shrink?

NOTHING STRIKES so brutally at human lives as a slum.

Yet of America's many millions of homes, the blot that is a slum covers more than 1 out of every 10... and nearly one-half of all our homes are urgently in need of repair and basic improvements.

Will the blot go on spreading? Or will a concerted, nationwide attack on the causes of slums shrink it, year by year, until it is wiped out? Today, this is a challenge to every American... a challenge that *must* be met.

Your community... your problem!

A slum reaches across blocks, across miles, to sit on your doorstep and demand a price.

You pay it in the threat of crime and juvenile delinquency to your family. You pay the price in higher personal property taxes to fight the disease and crime and poverty that are slum-bred. You pay personally when the value of your home sinks as community deterioration takes another step closer.

Your *firm* pays when the community where you do business goes downhill. Slums automatically mean lower purchasing power and less effective labor.

Good citizenship is good business

It's good citizenship and good business both for your firm to join efforts to check housing decay... to stop slums before they start. In fact, it's the *responsibility* of every business, as it is of every other good citizen, to support community improvement efforts.

Some slums are beyond repair. They should be torn down and a fresh start made. Others can be remodeled, made to conform to better living standards. So it is up to you to get behind every sound program which seeks to provide adequate housing for all our people.

Adding your support to the efforts of the millions already attacking the problem, your firm can help stop slums cold and put America's housing standards at a new height.

How to get into action

A group of Americans from every walk of life has formed a new, non-profit organization to help combat home and community deterioration – The American Council To Improve Our Neighborhoods... A.C.T.I.O.N.

Send for a free copy of "ACTION." It explains what A.C.T.I.O.N. is and proposes to do. It also lists booklets, research reports, check-lists, and other material which can help you protect the housing health of your community. Address P. O. Box 500, Radio City Station, New York 20, N. Y.

ACTION

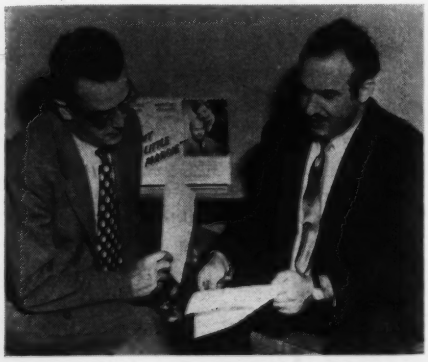
American Council To Improve Our Neighborhoods

ON THE DOTTED LINE . . .

BIGGEST newscast contract in the history of KBIG Hollywood, Calif., takes the biggest available pen and paper clip as E. C. Kennard, zone manager, Buick Motor Div. of General Motors Corp. for Southern California, signs for 25 newscasts per week on behalf of the Los Angeles Buick Dealers Assn. Assisting in the oversized task are (l to r) Art Trask, vice president of Dan B. Miner advertising agency; Phil Dexheimer, KBIG account executive; Kay Ostrander, Miner timebuyer, and Cecil Alloo, Buick assistant zone mgr.

SEALTEST PRODUCTS, through Ridgway Adv., takes eastern Missouri sponsorship of *Watch the Birdie*, animated children's quiz show produced by Richard H. Ullman Inc. C. R. Sides, Ridgway account executive on Sealtest, signs the contract as Ullman's Frank Spiegelman indicates.

J. E. TILFORD, president of Louisville & Nashville Railroad Co., signs for *The L&N Star Reporter*, a four-times-daily, six days a week news program over WLAC Nashville Tenn. Watching are (l to r): F. C. Sowell, WLAC vice president-general manager; Howard J. Perry, president of Mullican agency, Louisville, and E. G. Blackman, WLAC sales manager.



PURCHASE of Official Film's *My Little Margie* by KOMO-TV Seattle completes the sale of the series in major Pacific Coast markets, according to Official. Discussing promotional plans for the series, which will be presented on KOMO-TV Mon.-Fri., 6-6:30 p.m., are Dave Crockett (l), program manager of the station, and Barney Mackall, northwestern representative of Official Films. ➤

WPTZ (TV) Philadelphia Commercial Manager Alexander W. Dannenbaum Jr. claims that the hobby of foreign cars provides a new locale for contract negotiations. Mr. Dannenbaum (l), in his MG, and Jaguar-driver Edmund H. Rogers, senior partner of Gray & Rogers, Philadelphia agency, representing Fidelity Philadelphia Trust Co., complete arrangements for *Football Preview*. The 15-minute show will be on WPTZ prior to each NCAA telecast during the football season.

GOING OVER plans for a new half-hour series on KVOO-TV Tulsa, Okla., to feature Leon McAuliffe and his western swing band, popular southwestern aggregation, are (l to r) James S. Dugan, KVOO-TV account executive; Mr. McAuliffe; Ellis Moses, owner of Ellis Home Appliances, sponsor of the show; Bill Sadler, KVOO-TV program director, and Pete DeFelice, DeFelice Adv., agency for Ellis. Mr. McAuliffe is a KVOO Radio veteran and is making his debut on KVOO-TV.

INDUSTRY IS ASKED TO BRING OUT VOTERS

Advertising Council calls for repeat of successful 1952 drive that helped bring 72.4% of eligible voters to polls.

RADIO-TV stations and networks again will be asked to take part in a "Register & Vote" public service campaign next year in an effort to bring out a record vote in the national elections, The Advertising Council said last week.

The Council said that as in 1952 it will back the drive spearheaded by the American Heritage Foundation. The campaign three years ago was believed to have had considerable success particularly in view of a 72.4% turnout at the polls of those eligible to vote in the national elections. This figure was 19% higher than the 1940 figure and 28.4% above the 1950 elections turnout.

All mass media will be contacted, the Council said, noting that a minimum of $10 million worth of time and space had been contributed by advertisers and media in the 1952 public service project.

Leo Burnett Co., Chicago, which served in 1952 as the volunteer agency, again will donate advertising free. Leslie R. Shope, manager of advertising and press relations, Equitable Life Assurance Society, has been named volunteer coordinator. The foundation, according to the Council, will cover out-of-pocket expenses for advertising materials which will go to the cooperating mass media.

The non-partisan campaign also will make use of civic, business and patriotic organizations to promote drives on the local, regional and national levels. The three phases of the campaign: encourage citizens to register for voting both in primaries and the general elections; urge them to "listen, look, read, talk, argue and think" about candidates and issues, and muster every eligible voter to the polls next Nov. 6. Advertising materials, the Council said, will be supplied cooperating media about a month in advance of respective primaries in the individual states, starting early next year.

MITCH MILLER (r), Columbia Records director, and John Scott, WEEI Boston disc jockey, get together for a "chin session" before an hour-long special program conducted by Mr. Miller, over nine Greater Boston stations on behalf of the United Community Services campaign. Disc jockeys from the nine stations brought their favorite recordings, all issued at least six years ago, to be played on the show. Others appearing on the program were Bob Clayton, WHDH; Alan Layr, WORL; Norm Prescott, WBZ; Joe Smith, WVDA; Stan Richords, WCOP; Jay McMaster, WMEX; Fred Lang, WNAC, and a representative from WBMS.

DeMille Supervising Tv Cancer Films

CECIL B. DeMILLE, Paramount studios producer, is supervising a series of nine promotional trailers to be shown on tv as well as in theatres for the Los Angeles County Chapter, American Cancer Society. Starring Robert Cummings, Ida Lupino and Mr. DeMille, films are designed to dispel "hopelessness" of cancer as a killer. Personalities involved with the trailers also will tape 20-second and one-minute radio spots for national distribution.

Bible Reading Gets Media Promotion

THE American Bible Society's 1955 Worldwide Bible Reading, held annually between Thanksgiving and Christmas to encourage spiritual unity, will be promoted via 32 one-minute filmed readings of Bible passages for U. S. tv stations, and by 20-second and one-minute radio spots.

WOKY Gives New Car

WOKY Milwaukee kicked off this year's Community Chest campaign in that city by giving a 1955 Plymouth to the Community Welfare Council.

Robin Hood Joins United Fund

MEMBERS of the Boys' Clubs of America, dressed in homemade Robin Hood costumes modeled after those worn by the cast of CBS-TV's *Adventures of Robin Hood*, have been appealing for United Fund and Community Chest funds throughout 25 major U. S. cities. In addition to spurring contributions for the drive with the Robin Hood theme, "Help the Unfortunate," the 25 clubs participating will submit contest entries under the heading "If I Were Robin Hood, I Would Do These Things for My Community." Winners will receive three-speed English "Robin Hood" bicycles and the grand winner will get an all-expense paid trip to Great Britain and Sherwood Forest.

KNCM Locates Missing Boy

ON OCT. 29 the Moberly, Mo., police requested the help of KNCM Moberly newsmen in broadcasting the description of a missing 7-year-old boy. Ten minutes after the broadcast the youngster was found safe and sound by a KNCM listener.

WMTA Brings in $1,700

WMTA Central City, Ky., staged a successful fund drive last month for the city's project to buy and clear land for a 1,000 acre lake which the state will build. The station's "Lakeathon" netted more than $1,700.

Narcotics Film Leads to Three Arrests

SPURRED into action by viewing a documentary show on narcotics on Guild Films' *Confidential File*, a 17-year-old girl drug addict tipped off New York police to two apartments which were used to lure teen-agers into the drug habit. Result of the tip, police reported, was quick raids on both establishments and the arrest of three men on narcotics charges.

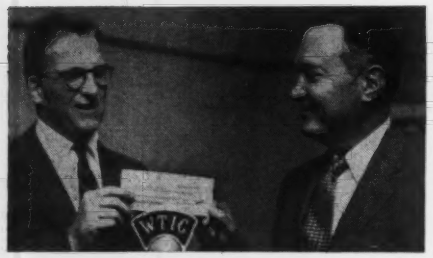
WPIX (TV) Praised for Flood Work

TRIBUTE has been paid to WPIX (TV) New York for its efforts in raising more than $115,000 for the town of Winsted, Conn., one

INDUSTRIAL HEART
OF THE TRI-STATE AREA
TV's New Queen
CHANNEL 13
316,000 watts of V. H. F. power
WHTN-TV BASIC ABC
Greater Huntington Theatre Corp.
Huntington, W. Va. Huntington 3-0185

National Advertisers
When Shopping for BIG RETURNS in the Maritimes, your best "MARKET BASKET" is CHNS . . . Ask
JOS. WEED & CO.
579 Fifth Ave., New York
They also know about our new
5000-WATT TRANSMITTER
HALIFAX NOVA SCOTIA
CHNS
HALIFAX NOVA SCOTIA

BMI
"Meet the Artist"
BMI's series of program continuities, entitled "Meet the Artist," emphasizes the human side of our great music performers.
"Meet the Artist" comes to you as a 15-minute—three-per-week series of scripts highlighting behind the scenes glimpses into the music business . . . the stories of America's favorite musical personalities and their song hits. The material is factual, up-to-the-minute and presented in an easy, informal style. Disc jockeys will enjoy using it—listeners will appreciate hearing it.
"Meet the Artist" fills a special need in areas where such data is not easily available . . . highly commercial.
BROADCAST MUSIC, INC.
589 FIFTH AVE., NEW YORK 17, N.Y.
NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL



PAUL W. MORENCY (r), president of WTIC Hartford, Conn., presents $321,197.21 check to Charles J. Cole, Hartford Red Cross official, the amount collected by the station in its "Flood Bank" campaign on behalf of flood sufferers in the Northeast. During a 72-hour campaign, $233,350 was raised; the remainder was received later.

of the localities ravaged in recent floods. Connecticut State Sen. Theodore S. Ryan, chairman of the Winsted Disaster Fund, called the efforts of WPIX (TV) "an amazing demonstration of the power for public service in the hands of a tv station." Fred M. Thrower, vice president and general manager of WPIX (TV), who initiated the move to "adopt" Winsted, said the response of the station viewers to the appeal had been "heart-warming." Sen. Ryan and Major J. Francis Hicks of Winsted added that the thousands of letters from WPIX (TV) viewers gave the entire town "a great morale lift."

Red Cross Lauds WICC

POINTING UP the vitality of radio, the Bridgeport (Conn.) Chapter of the Red Cross paid tribute to WICC Bridgeport for the part the station played in raising funds, food and clothing for victims of the recent flood disaster in New England. In a letter to Philip Merryman, general manager of the station, the Red Cross stated that "From all observation, radio is far from dead." It pointed out that over the past several weeks, Bridgeport residents visiting the chapter with donations often said they heard Red Cross appeals over WICC.

WATR Praised for Flood Work

NEARLY 500 persons turned out for a citywide testimonial dinner in Waterbury, Conn., Oct. 1 to salute the staff of WATR for service rendered to the town when the tragic Aug. 19 floods devastated the area, knocking the city's other two stations off the air for two days.

ALBANY DECLARES 'WPTR DAY'

IN RECOGNITION of WPTR Albany, N. Y.'s new affiliation with ABC Radio, the city's mayor designated Nov. 15 "WPTR Day." The special occasion got under way with a 7:40 a.m. "Gentelmen's Foxhunt Breakfast" at the Hotel Sheraton Ten Eyck, featuring an interview of Gov. Averell Harriman by ABC newsman Martin Agronsky. WPTR was formerly affiliated with MBS, while ABC Radio's affiliate in the Albany area was WROW.

KMO TRIES MERCHANT TALENT

TACOMA, Wash., merchants and salesmen took over KMO Tacoma microphones Nov. 3 and gave their all, even to delivering a competitors' commercials with enthusiasm. KMO turned over a whole day's operation to the tradesmen to promote the Downtown Tacoma Sale, three-day promotion by 65 firms. The station says that guest broadcasters enjoyed their jobs, but chances are jeweler H. A. Mierow had mixed emotions about his. His newscast included a competitior's commercial and news story about another jewelry store.

BIG BASKETBALL SCHEDULE

WATV (TV) Newark, N. J., announced last week that it will telecast 80 college basketball games from 17 colleges throughout the New York metropolitan area beginning Dec. 1. Participating schools include Fordham U., Adelphi college, Columbia U., Queens college, City College of N. Y., Manhattan college, Seton Hall, Hofstra college, and a host of smaller institutions. Sponsorships of the telecasts will be shared by Pabst Blue Ribbon beer, Hoffman quality beverages, Paper-Mate pens, and Dolly Madison ice cream.

Boom in Butte

INCREASED TIME SALES, set sales and new viewership were reaped by the Tv Week promotion staged by KXLF-TV Butte, Mont., this fall. With an expenditure of about $250 the station dined local dealers, whipped up enthusiasm for Tv Week, got them to display banners plugging KXLF-TV shows, all backed up by an extra budget of show plugs on both KXLF radio and tv. Dealers had to get in extra stocks for resulting set sales and they came back after Tv Week to buy spot campaigns selling sets and shows as well, according to the station.

BARRY KAYE (l), WJAS Pittsburgh disc jockey, is greeted by Harold Sampson of Sampson-Miller Co., home builders, on Mr. Kaye's return to the ground after broadcasting a portion of his Sunday afternoon show from a helicopter over Garden City, a new addition near Pittsburgh built by Sampson-Miller. The airborne broadcast was in honor of the annual Parade of Homes. The builders sponsor the Sunday show and Mr. Kaye's *The Star and the Story* on weekdays on WJAS.

FREEDOM FESTIVAL ON WRCA

WRCA-AM-TV New York will air a special, seven-day "Freedom Festival," starting Thanksgiving Day, Nov. 24, which will feature special documentaries covering U. S. history and traditions, a Spanish language telecast by Jinx Falkenburg McCrary addressed to New York's Puerto Rico population, tv talks with celebrities, musical programs and station sign-on and sign-off messages stressing our national heritage, written especially for the Thanksgiving occasion by poet Archibald MacLeish.

SANTA HEARD IN ALL TONGUES

POLYGLOT Santa listened to Christmas pleas by children of many lands in Washington, D. C., Nov. 12, as WGMS Washington and the Voice of America broadcast the babel. He got his international welcome at the Hecht Co. department store which invited kids to see its miniature Disneyland at the same time.

JUST CALL ME 'KIM'

PROMOTION campaign of KIMN Denver to establish itself as a new entity following switch from KFEL, using the theme of "Just call me Kim," has proven so successful one listener wrote the Intermountain Network outlet that she named her baby "Kim." Mrs. Robert C. Berg of Aurora, Col., wrote KIMN she made the decision while listening to her auto radio a week before the baby came. Station is distributing "Just call me Kim" buttons and organizing KIMN Contest Club for listeners to spark identification.

KIWANIS HONORS INDUSTRY

KIWANIS INTERNATIONAL, which earlier observed a Radio-Tv Appreciation Week, now is recommending the idea to local Kiwanis clubs in a kit, "Radio-Tv Appreciation Meeting." The kit contains a letter from J. A. Raney, Kiwanis International president, commending the industry for its contribution to freedom of speech and service to Kiwanis, and suggesting the salute to local stations.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233
Lincoln Building • New York 17, N. Y., MU. 7-4242
111 West Monroe • Chicago 90, Illinois RA 6-3688

WCOW SATIRE ON RADIO

WCOW St. Paul-Minneapolis is spoofing radio generally and local stations specifically with straight-faced delivery of take-off slogans. One local station promotes "music, news and sports." WCOW sells "music, news and spots." Monitor may be "going places and doing things," but at WCOW it's "Janitor, going nowhere and doing nothing but sweeping the Twin Cities with good music for you. (Bong.) The weather in Rangoon . . . is still there." WCOW's satire reaped a column of favorable comment in the local daily press.

THANK-YOU'S FOR WICC

COMMEMORATIVE selection of thank-you letters from the people of Fairfield County, Conn., to WICC Bridgeport for its October flood coverage has been issued by the station. The folder holds photographic reproductions of letters from citizens large and small, from area police departments, business firms, schools and officials. WICC stayed on the air 72 hours the weekend of Oct. 14 during the emergency.

WEWS (TV) USES PONY EXPRESS

MOUNTED COWGIRLS came off the ranch and onto the streets of Cleveland, Ohio, in a WEWS (TV) promotion for its new western film series, *Stories of the Century*, sponsored by Krantz Brewing Co. through Marcus Adv. The ladies "hitched up" at newspaper offices to deliver press releases and baskets of tidbits to editors.

OFFERS NEW YEAR'S SPECIAL

WCBS-TV New York plans to repeat for the second year its *New Year's in New York* on Dec. 31, according to general manager Sam Cook Digges. Starting at 11:15 p.m. (EST) Saturday, and running through 1 a.m. Sunday, the program will headline various talent and pickups from Times Square. Mr. Digges noted the telecast will be offered for sale at $30,000 (including station time, productions, rehearsals and remote pickups), but excluding commercial handling. It also is available for segmented co-sponsorship at $17,500 for the 45-minute period perceding midnight, and at $12,500 between that time and 1 a.m.

KRCA (TV) Los Angeles contracts for *Juke Box Jury*, starring Peter Potter. Ch. 4 KRCA will present the program beginning Friday, Nov. 11 (10-11 p.m.). L to r: Thomas C. McCray, general manager of KRCA; Dean Craig, KRCA program director, and Mr. Potter. The program had originated on KNXT (TV) Los Angeles from August 1952 until Nov. 5.

Station Authorizations, Applications

(As Compiled by B • T)

November 10 through November 16

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

Cp—construction permit. DA—directional antenna. ERP—effective radiated power. vhf—very high frequency, uhf— ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw kilowatts. w—watts, mc—megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. uni.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization.

FCC Commercial Station Authorizations
As of October 31, 1955 *

	Am	Fm	Tv
Licensed (all on air)	2,768	519	145
Cps on air	20	20	†328
Cps not on air	110	14	110
Total on air	2,788	539	473
Total authorized	2,898	553	583
Applications in hearing	147	1	171
New station requests	235	9	35
New station bids in hearing	98	0	112
Facilities change requests	142	5	49
Total applications pending	843	142	293
Licenses deleted in Oct.	0	4	0
Cps deleted in Oct.	1	1	0

* Does not include noncommercial educational fm and tv stations.

† Authorized to operate commercially, but station may not yet be on air.

Am and Fm Summary Through Nov. 16

	On Air	Licensed	Cps	Appls. Pending	In Hearing
Am	2,788	2,784	196	280	160
Fm	539	256	46	19	3

Tv Summary Through Nov. 16

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	294	314	608[1]
Noncom. Educational	17	17	34[2]

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	332	102	434
Noncom. Educ. on air	13	4	17

Applications filed since April 14, 1952:

	New	Amend.	Vhf	Uhf	Total
Commercial	963	337	760	539	1,300[3]
Noncom. Educ.	59		32	27	59[4]
Total	1,023	337	792	567	1,360[5]

[1] 154 Cps (30 vhf, 124 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 34 already granted.
[5] Includes 643 already granted.

FCC ANNOUNCEMENTS

New Tv Stations . . .

APPLICATION

Ensign, Kan.—Southwest Kansas Television Co., vhf ch. 6 (82-88 mc); ERP 26.9 kw vis., 16.1 kw aur.; ant. height above average terrain 717 ft., above ground 683 ft. Estimated construction cost $193,031.62, first year operating cost $81,900, revenue $119,535. Post office address Cimarron, Kan. Studio and trans. location near Ensign. Geographic coordinates 37° 38′ 26″ N. Lat., 100° 20′ 33″ W. Long. Trans. and ant. RCA. Legal counsel Loucks, Zias, Young & Jansky, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Stock is owned by approx. 300 stockholders. Principals include Pres. **Leigh Warner** (.20%), insurance and farming, Vice Pres. **Wendell Elliott** (.22%), general manager **KGNO Dodge City, Kan.**, Sec.-Treas. **F. C. Walker** (.20%), insurance and farming and **Jess C. Denious Jr.** (.22%) KGNO owner. Station may be satellite of **KTVH (TV) Hutchinson, Kan.** Filed Nov. 15.

Existing Tv Stations . . .

ACTIONS BY FCC

WINT (TV) Fort Wayne, Ind.—Granted ERP of 347 kw vis., 182 kw aur. Ant. height above average terrain 860 ft. Granted Nov. 15.

WDSU-TV New Orleans, La.—Granted ERP of 100 kw vis., 50 kw aur. Ant. height above averag terrain 930 ft. Granted Nov. 10.

WIL-TV St. Louis, Mo.—Station on ch. 42 deleted by FCC for lack of prosecution by letter of Nov. 10. Announced Nov. 14.

WMUR-TV Manchester, N. H.—Granted ERP of 282 kw vis., 155 kw aur. Ant. height above

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average terrain 1,030 ft. Granted Nov. 15.

KGGM-TV Albuquerque, N. M.—Granted ERP of 7.59 kw vis., 3.8 kw aur. Ant. height above average terrain 4,180 ft. Granted Nov. 10.

KFJI-TV Klamath Falls, Ore.—Granted ERP of 12.9 kw vis., 6.46 kw aur. Ant. height above average terrain 1,050 ft. Granted Nov. 10.

KOSA (TV) Odessa, Tex.—Granted mod. of cp to change trans. location to point about 11 miles west of city, increase vis. ERP from 20.4 kw to 102 kw, increase ant. from 390 to 740 ft. and make equipment changes. Granted No. 16.

WDSM-TV Superior, Wis.—Application for mod. of license to change studio location from Superior, Wis., to Duluth, Minn., dismissed at request of attorney. Dismissed Nov. 14.

APPLICATION

WAIQ (TV) Andalusia, Ala.—Seeks mod. of cp (which authorized new tv station) to install new ant. system and make other equipment changes. Filed Nov. 14.

PETITION

WSEE (TV) Erie, Pa.—Petitions FCC to (a) amend rules for allocation of ch. 6 to Erie (b) amend Sec. 3.606 (b), 3.607 (a), 3.610, and 3.612 so as to permit operation of station on ch. 6 at Erie and (c) issue to petitioner of order to show why its cp and STA for WSEE (TV) should not be mod. to specify operation on ch. 6. Announced Nov. 10.

CALL LETTERS ASSIGNED

KSHO-TV Las Vegas, Nev.—Moritz Zenoff, ch. 13.

KINY-TV Juneau, Alaska—Alaska Bcstg. System Inc., ch. 8.

New Am Stations . . .

ACTIONS BY FCC

Merced, Calif.—Joseph E. Gamble granted 1580 kc, 500 w D. Post office address KXOB, Hotel Stockton, Stockton, Calif. Estimated construction cost $31,000, first year operating cost $66,000, revenue $78,000. Mr. Gamble is 100% owner **KXOB Stockton** and 51% owner **KCMJ Palm Springs, Calif.** Granted Nov. 16.

Anna, Ill.—Anna-Jonesboro Bcstg. Co. application for cp to operate on 900 kc, 500 w D dismissed at request of applicant. Action Nov. 10.

Eminence, Ky.—J. W. Dunavent granted 1600 kc, 500 w D. Post office address Eminence, Ky. Estimated construction cost $22,833, first year operating cost $18,000, revenue $21,000. Mr. Dunavent is Western Auto Assoc. dealer. Granted Nov. 16.

Morris, Minn.—Western Minnesota Bcstg. Co. application for cp to operate on 1570 kc 1 kw D returned. Exhibits dated after verification. Action Nov. 10.

Greenville, Miss. — Delta-Democrat Pub. Co. granted 900 kc, 1 kw D. Post office address P. O. Box 665, Greenville. Estimated construction cost $16,800, first year operating cost $50,000, revenue $60,000. Principals include Pres. **William Hodding Carter Jr.** (34.05%), journalist; Vice Pres. **Betty W. Carter,** and Sec.-Treas. **John T. Gibson** (24.95%), general manager of Delta-Democrat Pub. Co., a newspaper publisher. Granted Nov. 16.

Chateaugay, N. Y.—Clinton County Bcstg. Corp. d/b as Franklin County Bcstg. Co. granted 1050 kc, 1 kw D. Post office address 301-03 Cornelia St., Plattsburgh, N. Y. Estimated construction cost $23,894, first year operating cost $40,000, revenue $45,000. Clinton County Bcstg. Corp. is licensee **WIRY Plattsburgh** and has filed for standard station at Lake Placid, N. Y. Some Clinton principals hold minority interests in **WIRI (TV) Lake Placid (Plattsburgh).** Granted Nov. 16.

Batesburg, S. C.—James Olin Tice Jr. granted 1410 kc, 1 kw D. Post office address 30 E. 81st St., New York, N. Y. Estimated construction cost $13,538.98, first year operating cost $34,000, revenue $42,000. Mr. Tice, CBS announcer, is president-director, ⅓ owner **WMYB Myrtle Beach, S. C.,** and president-part owner **WJOT Lake City, S. C.** Granted Nov. 16.

York, S. C.—York-Clover Bcstg. Co. granted 1580 kc, 250 w D. Post office address Box 202, Lincolnton, N. C. Estimated construction cost $12,300, first year operating cost $25,000, revenue $30,000. Principals in equal partnership are **G. B. Sigmon,** owner of dairy and poultry farm, and his son **C. C. Sigmon,** employe at textile mill. Granted Nov. 16.

Waco, Tex.—R. E. Lee Glasgow application for cp to operate on 940 kc, 500 w D dismissed at request of applicant. Filed Nov. 15.

Warrenton, Va.—Old Dominion Bcstg. Co. granted 1420 ks. 5 kw D. Post office address Mr. & Mrs. Oliver M. Presbrey, Warrenton. Estimated construction cost $33,100, first year operating cost $38,500, revenue $48,500. Principals are **Martha Rountree Presbrey** (50%), 100% owner Rountree-Presbrey (radio-tv) Prod. and 50% of *Flag* magazine, and **Oliver M. Presbrey** (50%), pres.-treas. Rountree-Presbrey Prod. and 50% owner *Flag.* Granted Nov. 16.

Casper, Wyo.—John L. Breece granted 1400 kc, 250 w unl. Post office address P. O. Box 436, Lander, Wyo. Estimated construction cost $12,000, first year operating cost $38,000, revenue $50,000. Mr. Breece is manager-engineer **KOVE Lander.** Granted Nov. 16.

APPLICATIONS

Riverside, Calif.—Ray Lapica, 1570 kc, 1 kw D. Post office address 207 S. Hamel Dr., Beverly Hills, Calif. Estimated construction cost $31,207.27, first year operating cost $45,000, revenue $60,000. Mr. Lapica is sales, news and research director of **KBLA Burbank, Calif.** Filed Nov. 15.

Homestead, Fla.—J. M. Pace, 1430 kc, 1 kw D. Post office address 6246 S. W. 99th Terrace, South Miami, Fla. Estimated construction cost $23,000, first year operating cost $48,000, revenue $60,000. Mr. Pace is realtor. Filed Nov. 10.

Ward Ridge, Fla.—Vacationland Bcstg. Co., 1400 kc, 250 w unl. Post office address P. O. Box 687, Fort Walton Beach, Fla. Estimated construction cost $10,000, first year operating cost $26,000, revenue $30,000. Applicant is licensee of **WFTW Fort Walton Beach.** Filed No. 10.

Salem, Ill.—Salem Bcstg. Co., 1350 kc, 500 w D. Post office address P. O. Box 148, Fairfield, Ill. Estimated construction cost $23,020, first year operating cost $40,000, revenue $52,000. Principals are owners of **WFIW Fairfield, Ill.** Filed Nov. 10.

Manchester, Ky.—The Wilderness Road Bcstg. Co., 1580 kc, 250 w D. Post office address P. O. Box 333, Columbia, Ky. Estimated construction cost $4,025, first year operating cost $42,000, revenue $55,000. Sole owner **Clifford Spurlock** is minority stockholder of **WTCO Campbellville, Ky.,** and 49% owner **WFLW Monticello, Ky.** Filed Nov. 10.

Newark, N. Y.—T. K. Cassel, 1420 kc, 500 w D. Post office address Box 89, Elmira, N. Y. Estimated construction cost $8,200, first year operating cost $48,000, revenue $65,000. Mr. Cassel is 25.85% owner **WCHA-AM-FM-TV Chambersburg, Pa.,** owner **WATS Sayre, Pa.,** 50% owner **WTVE (TV) Elmira, N. Y.,** 16⅔% owner **WOND Pleasantville, N. J.,** 14.28% owner **WDBF Delray Beach, Fla.,** and owner of pending applications for new am to operate in Ithaca, N. Y. Filed Nov. 15.

Abilene, Tex.—Marathon Bcstg. Co., 1280 kc, 1 kw D. Post office address 3008 26th St., Lubbock, Tex. Estimated construction cost $32,256, first year operating cost $39,000, revenue $50,000. Principals in applicant own **KOTS Deming, N. M.,** and **KOBE Las Cruces, N. M.** Filed Nov. 15.

Plainview, Tex.—Plainview Radio, 1050 kc, 1 kw D. Post office address Box 322, Plainview. Estimated construction cost $19,815, first year operating cost $36,000, revenue $48,000. Principals equal partners **Earl S. Walden,** applicant for 50% ownership of **KERB Kermit, Tex., Homer T. Goodwin,** pastor, and **Leroy R. Durham,** farmer. Filed Nov. 10.

APPLICATION RESUBMITTED

Morris, Minn.—Western Minnesota Bcstg Co. resubmits application for cp to operate on 1570 kc, 1 kw D. Resubmitted Nov. 15.

APPLICATIONS AMENDED

Terre Haute, Ind.—Citizen's Bcstg. Co. amends application for new am to operate on 1350 kc, 500 w D to make changes in ant. system (reduce height). Amended Nov. 10.

Abilene, Tex.—Bill Mathis amends application for cp to operate on 1280 kc, 1 kw D to specify 500 w and change trans. location to 3.4 miles south of Abilene. Amended Nov. 14.

Kamuki, Honolulu, T. H.—Christian Bcstg. Assn. amends application for cp to operate on 800 kc, 1 kw unl. to specify 870 kc. Amended Nov. 14.

Existing Am Stations . . .

KWFC Hot Springs, Ark.—Granted mod. of cp to change ant.-trans. location. Granted Nov. 14.

WDYL Statesboro, Ga.—Granted mod. of cp for change in ant. system and to make equipment changes. Granted Nov. 15.

KGKO Dallas, Tex.—Granted increase in D power from 1 kw to 5 kw, operating on 1480 kc with 500 w N unl., DA-2, unl.; engineering conditions. Granted Nov. 16.

APPLICATIONS

WVOK Birmingham, Ala.—Seeks cp to increase height of southwest tower of DA array to accommodate fm and tv ant. Filed Nov. 15.

KMYC Marysville, Calif.—Seeks mod. of cp to increase D power from 1 kw to 5 kw and make changes in DA-2. Filed Nov. 15.

KSTN Stockton, Calif.—Seeks cp to increase D power from 1 kw to 5 kw and make changes in ant. system (DA-2). Filed Nov. 15.

WKNB New Britain, Conn.—Seeks mod. of license to change hours of operation from D to limited time so as to sign-off at LS, Louisville, Ky. Filed Nov. 10.

WEBK Tampa, Fla.—Seeks mod. of cp to change from 1590 kc to 1300 kc. Filed Nov. 10.

WATM Atmore, Ga.—Seeks cp to change from 1580 kc to 1590 kc, increase power from 250 w to 1 kw and make equipment changes. Filed Nov. 14.

WBHB Fitzgerald, Ga.—Seeks cp to change hours of operation from unl. to D, change from 1240 kc to 1380 kc and power from 250 w to 5 kw D. Filed Nov. 10.

WKLX Paris, Ky.—Seeks mod. of cp (which authorized new am station) to specify studio location and operate trans. by remote control from studio location and make changes in ground system. Filed Nov. 15.

WKMI Kalamazoo, Mich.—Seeks cp to change from DA-2 to DA-N and operate trans. by remote control from 414 S. Burdick St., Kalamazoo while using non-DA. Filed Nov. 14.

WSKN Saugerties, N. Y.—Seeks mod. of cp to change trans. location. Filed Nov. 10.

WMFD Wilmington, N. C.—Seeks cp to decrease height of center tower of DA. Filed Nov. 10.

WKLV Blackstone, Va.—Seeks cp to change from 1490 kc to 1440 kc, increase power from 250 w to 5 kw and change hours from specified hours to D. Filed Nov. 15.

APPLICATIONS AMENDED

KWRO Coquille, Ore.—Amends application for cp to change from 1450 kc to 630 kc, increase power from 250 w to 1 kw, change hours of operation from unl. to D, change ant.-trans. location to Hwy. 101, 1 mile northwest of Coquille, operate trans. by remote control from studio and make ant. system changes to specify change trans. location to Oregon Coast Hwy., Coquille. Amended Nov. 14.

CALL LETTERS ASSIGNED

KBVM Lancaster, Calif.—Brocaw Bcstg. Co., 1380 kc, 1 kw D.

KRFC Rocky Ford, Colo.—Arkansas Valley Bcstg. Co., 1320 kc, 1 kw D.

WRMF Indialantic-Melbourne, Fla.—Melbourne On The Air Inc., 1050 kc, 500 w D.

WCHK Canton, Ga.—Christian & McClure, 1290

(Continues on page 112)

Eastern Station

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Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

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RADIO

Help Wanted

Managerial

Southwestern location for a working sales manager in good, non-competitive, small market. High degree of freedom, guaranteed list of accounts, excellent 15% commission arrangement. Send photo, resume Box 435E, B•T.

Manager-sales manager—midwestern net affiliate, small-medium market looking for good manager who can sell. Substantial income to right man. Send photo, complete resume, background and references. Confidential. Box 452E, B•T.

Wanted: An aggressive sales manager for 5 kilowatt progressive independent in the southeast. The man we seek is a hard working, "idea man." He will supervise a small sales staff, and will devote a great amount of his time to selling. The amount of compensation is open, because we are looking for a "Sales Manager", not a public relations man. Excellent working conditions. Box 460E, B•T.

Immediate opening in fast growing Virginia town for manager-salesman with car. Market ripe for progressive man with initiative. Personal interview necessary. Reply Box 480E, B•T.

Salesmen

Successful, thoroughly experienced salesman, Michigan daytime independent. $400.00 guarantee. No competitive tv, great opportunity, resume, photo and references. Box 464E, B•T.

ENGINEERS

A top Washington engineering firm is looking for qualified engineers to join their staff. These positions have no limitations, financially or otherwise . . . your advancement depends upon your ability. We are interested in men that have experience in allocation engineering (both AM and TV), and particularly directional antenna design and adjustment, plus experience with television equipment. These openings are due to the expansion of our organization. All replies will be kept in strict confidence.

Box 536E, B•T

RADIO

Help Wanted—(Cont'd)

Salesman wanted who loves to hunt and fish. Friendly fast growing progressive college town. Forget the rat-race of the big city, no pressure. Territory wide open, all accounts are yours, no house accounts, no restrictions. Single station market, no tv, only competition is sleepy newspaper. No sour accounts, respected in community. Last salesman bought local retail business. Same management after three profitable years. Michigan 1000 watt independent. 15% plus car allowance. Give details first letter. Box 508E, B•T.

Attention: Radio opening for salesman in southeastern market. 1000 watt NBC affiliate with emphasis on personality programming. Income commensurate with capability, willingness and results. Box 530E, B•T.

Opening experienced radio salesman. Guarantee against commission. Write C. J. Dickson, KWFC, Hot Springs, Arkansas.

Experienced salesman wanted to sell and service station's top local active and potential list of accounts. Weekly guarantee, 15% commission above guarantee. This is a $13,000.00 and up position. Michigan's second and most prosperous market. Ability more important than long experience. Opening due to promotion. Send full resume in first letter to Manager, WTAC, Flint, The Big Station, Inc., 740 South Saginaw Street, Flint, Michigan.

Attention Jack Ally. Please call Charlotte, N. C. ED 3-7173 collect between 9:00 and 5:00 weekdays.

Announcers

Can you sell a radio commercial—any commercial? Are you smart enough to pick your own music, do a telephone show, make and keep an audience? Do you want to work? We want a good community man who wants to make Oelwein, Iowa, a permanent home. Send tape, photo, past earnings and references to Box 502E, B•T.

Actor—radio-tv, stage acting experience. Network radio serial soap opera (Les Tremayne type voice) for DJ-news. Ohio. Box 513E. B•T.

Personal—Ken Roberts of Atlanta. Larry Tune of Louisville, Kentucky. Get in touch with Box 514E, B•T.

Experienced announcer with first phone license. Immediate opening. 5000 watts. Great Lakes. Pleasant staff and working conditions. Time and a half after 40 hours. Start at $1.76 per hour. Must have car. Send photo, tape, resume to Box 522E, B•T.

$90—$100 weekly for experienced combination announcer-engineer at WFPR, Hammond, Louisiana. Must be sober, reliable, hard worker. Contact Ralph Hooks, KDLA, DeRidder, Louisiana. Phone 7600.

Announcer-engineer with 1st class ticket. $90 per week. Send tape and resume. KGHF, Pueblo, Colorado.

Need one announcer, experienced; one announcer-salesman and one combo man for daytime independent in south Georgia. Send resume, photo and tape to WAAG, Adel, Georgia.

Announcer. Experienced in news, DJ, with ability to deliver selling commercials. Radio and tv. Send photo, tape and complete background resume to A. R. Cooper, WAKR, Akron, Ohio.

Announcer, experienced. Permanent position with progressive independent. Paid holidays and vacation. WCOJ, Coatesville, Pa.

Wanted: Program director. Somewhere there is an announcer with good voice and delivery, who really knows his radio. This man may desire more responsibility or opportunity. Daytime direction to take charge inside operation. Need immediately. Good salary and conditions. This may be your chance to show what you can do. Dave Welborne, WDVM, Pocomoke City, Maryland. 937.

Combo announcer-engineer with emphasis on announcing. Immediate opening. Forward tape and full particulars to V. G. Balkcum, WGBR, Goldsboro, N. C.

Network affiliate needs experienced announcer, strong on sports play-by-play and discs. WSOY, Decatur, Illinois.

RADIO

Help Wanted—(Cont'd)

Florida east coast fulltimer needs good announcer with 1st class license capable of transmitter maintenance. $80 week. A beautiful permanent Florida hometown. WSTU, Box 518, Stuart, Florida.

Board operating adlib morning man. Extensive knowledge programming, news, music library. May lead to program director. Good pay in fine midwest town of 40,000. Airmail full details, photo and salary requirements; hold tapes. Also need gal Friday. F. A. Smith, 5316 N. Spaulding Avenue, Chicago 25, Ill.

Two combination announcers. Young, single. One with writing, one sales or production or engineering for Orient. Excellent low cost living. Contract for $300 per month to start, plus many benefits. Send tapes, resumes, photos to Paul Baron, Palmer De Meyer, Inc., 50 East 42nd Street, New York.

Technical

Immediate opening for chief engineer, first phone ticket in small Virginia town. Reply to Box 481E, B•T.

Want older, competent chief engineer-announcer, who wants permanent job in north Texas town of 12,500. Want man who likes people and radio. If you're tired of big city pressure, send tape and background. KVWC, Vernon, Texas.

Chief engineer-announcer. Outstanding calibre. Emphasis engineering. Send tape, full details, salary desired John Powell, Manager, KWBW, Hutchinson, Kansas.

Engineer: All new station and equipment. Daytime operation, top working conditions in small town. Good salary. Dave Welborne, WDVM, Pocomoke City, Maryland. 937.

WOWO — Immediate staff opening — qualified transmitter operator—contact Harold Brokaw, WOWO, Fort Wayne, Indiana.

Engineer-announcer. Immediately. WVOS, Liberty, N. Y.

Immediate opening Michigan 1000 watt fulltime directional needs engineer, first class, good pay. Excellent insurance, pension and fringe benefits, call or write Kenneth Kunze, Chief Engineer, WTTH, Port Huron.

Programming-Production, Others

Wanted: Girl familiar with traffic and accounting. Unusual opportunity for advancement. Box 487E, B•T.

Experienced promotion-publicity man for major midwest radio-tv outlet, serving over two million. Must be ready to take over alert, aggressive department with initiative and confidence. Box 487E, B•T.

News reporter, writer, broadcaster for progressive midwest radio station. Working conditions and starting salary excellent. Send all replies to Box 492E, B•T

Independent station in midwest community of 100,000 wants copywriter and traffic gal or guy. Must be experienced. Salary open, fine opportunity for right person. Send full details to Box 527E, B•T.

Experienced PD whose record proves he can make a good independent 5000 watt station in metropolitan market a better station. Box 539E, B•T.

Southern California station in ideal climate needs experienced copywriter for one man department. Send background, samples and expected salary. KXO, El Centro.

Situations Wanted

Managerial

General manager—ten years "am" experience all phases in large, medium, small market. Top salesman, experienced personal manager—excellent business details. Presently sales manager medium western market. Desire permanent medium market. Married, children—will operate top station in your market for a long time with proven programming and hard selling. Please do not answer unless you want heavy general manager. Box 488E, B•T.

Manager. 18 years experience. Reliable. Take charge or assist. References. Box 495E, B•T.

Manager, top references, experience includes sales, programming, sports, announcing. Small and medium markets. Presently assistant with metropolitan indie. Box 535E, B•T.

General Manager, well known throughout industry, seeks to relocate with progressive am-tv organization. Have one of the finest records (sales, management, programming) in the business. Best of references. All replies kept strictly confidential. Box 539E, B•T.

RADIO

Situations Wanted—(Cont'd)

Salesmen

Announcer-salesman, married, veteran, degree, 1st phone, radio-tv experience. Box 498E, B•T.

Earning excess of $12,000 this year—seeking to MC morning show and sell. Twelve years experience—excellent record—northeast—southwest only. Box 499E, B•T.

Sales engineer. Seven years radio-tv broadcast technician. RCA graduate. 1st phone. No sales experience. Box 516E, B•T.

Announcers

Attention California—Experienced announcer-engineer. Presently employed 1 kw net. Family man. Box 321E, B•T.

Top DJ-announcer. Just left 5000 watt southwestern indie. Desire permanent relocation. Box 34E, B•T.

Announcer, versatile, DJ, news, three years college. $100 a week. Box 365E, B•T.

Five five years experience, two years morning man, strong on news, run a pleasant disc show. Would like to locate within one hundred miles of Philadelphia. Box 459E, B•T.

Announcer—4 years experience—college training—reliable. Excellent diversified background—presently employed. Desire position with more challenge and opportunity. Box 486E, B•T.

Top play-by-play announcer, public relations man and sportscaster now available, will do staff. 6 years experience, vet, 24, college grad, prefers New England. Box 501E, B•T.

Two man morning disc show. Versatile, experienced, highly commercial, hungry! Box 504E, B•T.

Experience and know-how. Top morning man. Pop or western. Selling job on air guaranteed. First ticket. Excellent references. Box 506E, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcer-newscaster seeks permanent position with program-conscious am, central US or southwest. 12 years experience, 33, family, car. Box 507E, B•T.

Versatile announcer. 17 months experience, desires position with independent station. Box 517E, B•T.

Versatile announcer—strong on commercials—appearance—personality—college degree—musician—idea DJ. Veteran—will locate. Box 518E, B•T.

Newscaster available for east coast area. Some announcing. Agency references. Box 524E, B•T.

$65 a week—experienced announcer, for small station. Resonant voice. News-sports-DJ. Board. Photo, tape. Box 526E, B•T.

Experienced play-by-play man all sports. Have first phone, combo experience several years. Interested security, opportunity. Available immediately. Box 528E, B•T.

Humorous DJ, presently employed, also play-by-play sports, staff announcer and program director available. Married, tape and references on request. Box 529E, B•T.

Staff announcer, married veteran. Knowledge all phases. Recent broadcasting school graduate. Will travel. Box 531E, B•T.

Trained experienced announcer desires permanent settlement Vermont, New Hampshire after Jan. 1. Box 532E, B•T.

Announcer, thoroughly trained, recent graduate, network potential, single, veteran, desires position in New England. Can start within week's notice. My job will always come first before anything else. Box 533E, B•T.

Announcer, 11 years, special events, sports, deejay, staff. Presently with metropolitan independent. Box 534E, B•T.

Low pressure, personable, thirty. Experience: Broadcasting school, AFRS, WDEV, Vermont. Prefer morning stint. Reentering broadcasting. Salesman past eight years. Tape, photo available. James Mastroni, 5 Normandy Road, Fairfield, Connecticut.

RADIO

Situations Wanted—(Cont'd)

Seeking late or all night DJ? Good sell and news delivery. Experienced, vet, college, announcer training, plenty ideas. Norman Sime. Readstown, Wisconsin. Telephone 16J.

Rock'em negro deejay, light experience, emphasis news, commercial, deejay show. Boardman. Deejay, Box 221, Sparkhill, N. Y.

Top play-by-play basketball announcer. Available immediately. Five years experience also doing staff, baseball and football. Write, wire Mike Wynn, 201 West 77th Street, New York City.

Technical

First phone. Experienced, congenial, desires to relocate in North Carolina or South Carolina. Please write Box 505E, B•T.

Technician, 1st phone, 12 years experience am-tv desires position with progressive station. Box 525E, B•T.

Engineer-announcer, 1st class phone, news, DJ, congenial, dependable, sober, married. Some experience. Locate anywhere, good opportunity, future and advancement. Jack Rosenwald, 591 Williams Avenue, Brooklyn, N. Y. Dickens 5-4572.

Production-Programming, Others

Program director—assistant sales manager, good commercial voice, ad-lib, phone interviews and sales. Competent, intelligent assistant to manager. Desire responsibility and $75.00 per week to start. 4 years college. 7 years radio experience—age 40 years. Available one week. Box 405E, B•T.

Need program manager? Radio, tv employed, 8 years. Highest references. Box 439E, B•T.

Available immediately. Program-director announcer. 3 years experience. Relocate northeast permanently. Minimum $75.00. Radio or tv. Box 482E B•T.

Experienced newsman . . . reporting, writing, editing, announcing. Can do DJ, staff. Mature voice. Family man. Presently in radio. Seek advancement within 200 miles N.Y.C. Tape and photo on request. Box 489E, B•T.

BROADCASTERS THROUGHOUT THE COUNTRY FIND...

Time, worry and expense can be saved by calling Northwest *First*. John Birrel, our Employment Counselor may have just the person you need. There's no charge for this service and you are assured of well-screened, professionally trained people.

Here's why Broadcasters prefer Northwest's graduates...

- Over 16,000 square feet devoted to studios, control rooms, and student servicing.
- Five complete image orthicon camera chains.
- Six complete control rooms with professional consoles, rack-mounted tape recorders, disc recorders, turntables, monitors, switchers
- Film editing equipment
- An outstanding staff of professional instructors who are presently working at network affiliates—NBC, CBS, ABC.
- Practical training. Professional trainees learn by doing — actually participating in closed-circuit productions.

Your collect wire or call is always welcome. Call Northwest *first*. Our Employment Counselor . . . John Birrel . . . assures you of immediate, personal attention.

SUBSCRIBER TO NARTB

NORTHWEST RADIO & TELEVISION SCHOOL

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822

CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836

WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

RADIO

Situations Wanted—(Cont'd)

Experienced radio-television production director, currently producing large volume for public service organization, seeks greater challenge. M.A. Degree. Solid knowledge of production, programming, and promotion. Salary open. Box 500E, B•T.

Program director-announcer seeks permanent location in northeast. Independent and affiliate experience—sports, news, music, play-by-play. Box 520E, B•T.

TELEVISION

Help Wanted

Salesmen

Tv salesmen, 2 to 3 years experience, pay big for man who delivers; uhf, 95% CBS, northeast, reply Box 483E, B•T.

WGLV needs an experienced time salesman. Salary plus commission with advancement possibilities. Apply by letter only stating qualifications, experience and salary expected. Enclose small photo. C. R. Thon, WGLV, Easton, Pennsylvania.

Company operating three vhf stations in southeast interested in sales personnel. Excellent salary and commission basis. Send full details to WJTV, Box 8187, Jackson, Mississippi.

Announcers

Attention: Radio and television announcer in southwest area. Have excellent opening for television announcer. Please write or call Sherwood 4-1414, KCBD-TV, Lubbock, Texas.

Wanted immediately for 100,000 watt NBC affiliate, announcer with some directing experience. Pay commensurate with ability. Send picture and complete background to Program Director, WUSN-TV, P. O. Box 879, Charleston, S. C.

Technical

Southeastern vhf tv station has opening for first class engineer with tv experience. Send complete qualifications, references, photograph and salary requirements. Box 467E, B•T.

TELEVISION

Help Wanted—(Cont'd)

Technical

Studio engineer, for all-around video work. Send complete experience, recent snapshot, salary expected, references. KTVR, 550 Lincoln Street, Denver, Colorado.

Experienced engineers needed to work with RCA 50 kilowatt transmitter and with RCA studio equipment. Contact Chief Engineer, WXEX-TV, 124 West Tabb Street, Petersburg, Virginia.

Programming-Production, Others

Advertising and promotion director, vhf, midwest NBC, good market. Need man experienced in advertising market data, sales promotion and publicity on both local and national level. We need promotion and advertising material that sells. Send samples of work, complete resume. Must have photo. Good salary to right man. Box 473E, B•T.

Program director—West Coast vhf station wants man who: 1. Has ability to manage capable and experienced crew. 2. Has ideas for local programming. 3. Can keep production at top level. 4. Rolls up his sleeves and spends more time on the floor than in his office. 5. Can win and keep respect of his employees and co-workers. 6. Cooperate fully with sales and engineering. 7. Has broad and successful experience as program director. 8. Can keep station No. 1 position in competitive market. 9. Is thoroughly familiar with all phases of film and news departments. 10. Can meet and work well with public and other station contacts. 11. Can make public service programs an important factor in area. Send complete background information, references, last three years earnings, recent photograph and what have you at once. This is an excellent opportunity for a man who has not stopped growing. Replies held strictly confidential. Box 494E, B•T.

Situations Wanted

Managerial

Nation's best general manager—radio or television. Experienced in national and local sales, engineering, personnel, production and programming. Well-know throughout the industry. Available at once. Box 985C, B•T.

TELEVISION

Situations Wanted—(Cont'd)

Announcers

Announcer-producer, family man. 11 years radio and tv. Now with midwest largest tv doing regular 5 a week on-camera. Desire change. $175 week plus talent and travel. Box 521E, B•T.

Experienced announcer employed by established station wishes permanent relocation in northeast. $100 minimum. Box 523E, B•T.

Technical

First phone, RCA graduate, first telegraph persistant. Electronics ten years. Permanent available metropolitan New York. Box 509E, B•T.

Programming-Production, Others

10 years experience includes selling, creating writing, producing, directing, film, announcing and executive. Would like to "stick with" experience. Surely, some station, network, agency packager, or sponsor has need. Box 390E, B•T.

Tv director-announcer. Vet. 6 years radio-tv experience. Family. Box 444E, B•T.

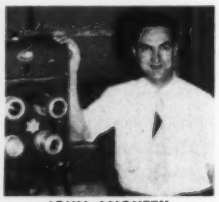
Varied experience, tv cameraman, floor producer film director. Wishing to relocaate eastern United States. Permanent man wants permanent position. Availability within two weeks. References. Box 484E, B•T.

Outstanding, pioneer television program manager desires relocation due to climate allergy. Not interested in small or borderline operation. Dossier upon presentation of offer. Box 485E B•T.

Director, cameraman, married, three years experience (studio and remote), college graduate reliable. Seeking permanent position. Top references. Box 490E, B•T.

Can direct over-all programming-production for new or established television operation. 8 years experience production field. Will train personnel if necessary. Extremely loyal to good station. Box 493E, B•T.

LARRY MENKE
Camera, Film


JOHN ANQUETIL
Camera, floor

MARY ANN SEIDL
Art, continuity

EDWARD BRYANT
Film, accountant

ROLAND ANDERSON
Camera, floor

SHARON DREWELOW
Film, traffic

TV STUDIO TRAINING NOW COMPLETED

IN ADDITION TO THESE PEOPLE'S SPECIAL QUALIFICATIONS LISTED, THEY ALL HAVE BEEN THOROUGHLY AND PROFESSIONALLY TRAINED IN ALL PHASES OF TV PRODUCTION, WORKING IN OUR COMMERCIALLY EQUIPPED STUDIOS. FOR QUICK, COMPLETE RESUMES WIRE, CALL COLLECT, JOHN BIRREL, EMPLOYMENT COUNSELOR . . .

MARY ROCKFORD
Secretary, traffic

DUANE CHANCE
Floor, art

LORRAINE FRYE
On air, secretary

THOMAS NOTTI
Camera, Director

MARY HESS
Continuity

LEE PARSON
Director, camera

NORTHWEST
RADIO & TELEVISION
SCHOOL

HOLLYWOOD, CALIFORNIA 1440 North Highland HO 4-7822
CHICAGO, ILLINOIS. . . . . 540 N. Michigan Avenue DE 7-3836
WASHINGTON, D. C. . . . . 1627 K Street N. W. RE 7-0343

TELEVISION

Situations Wanted—(Cont'd)

Traffic-operations manager N.Y.C. network flagship station. Double in brass operating staff. Six years television-radio. Family man seeks similar job eastern, central station. Box 503E, B•T.

Cameraman. Married, 2 years experience. All studio operations. Seeking production opportunity. References. Box 510E, B•T.

Writer. Radio, newspaper, tv experience. Hard sell spots to dramatic and comedy situations, with Midas touch on attracting clients, seeking broader fields. Box 512E, B•T.

Research-promotion man. Over 2 years local radio-tv experience plus some agency background. Compile data, prepare reports, recommendations, sales presentations. College grad, veteran, married, references. Prefer N.Y.C. Don Preven, 47-12 11th Street, Long Island City, N. Y.

FOR SALE

Stations

Profitable local small market station in southeast for sale by absentee owner who can not give personal attention. Surface of market hardly scratched. Present cash realization from station would enable return of more than 25% on investment. $75,000. Qualified buyers only. Box 502E, B•T.

West Coast 250w local. Needs salesman as owner. Ideal location. $15,000 down. Box 511E, B•T.

For sale. Three midwest stations, all single station markets, all making money. $50,000 each for two, $75,000 for third. All replies answered. Box 515E, B•T.

Half interest, with or without co-management agreement, up and coming Georgia station. $13,- 000 all cash. Paul H. Chapman, 84 Peachtree, Atlanta.

Major market suburb station. Average per family income in area exceeds $5,000. Can be purchased on favorable tax basis. Cash required, $20,000. Paul H. Chapman, 82 Peachtree, Atlanta.

Southeastern metropolitan market, NBC, gross- ing over $100,000, priced at $125,000. Terms. Paul H. Chapman, 84 Peachtree, Atlanta.

Radio stations for sale, 100 watts day to 50kw full, Minnesota, Iowa, Washington, Virginia, Illinois, Wisconsin and California, also uhf, vhf, write for detail, Hugh R. Norman, Box 534, Davenport, Iowa.

Here are many profitable southeast radio and tv. J. T. Snowden, Box 129, Augusta, Ga.

Equipment

Gates transmitter for sale—RCA 3kw. Used three years, good condition, less tubes. A little work and you will have a high quality rig at low cost. Submit bid to Box 447E, B•T.

RCA TP-16 film projector, $2500.00 1 RCA TK 11 iconoscope film camera less power supplies, $500.00. 6 TA hi-intensity fluorescent studio lights, $50.00 each. WHIO, Dayton, Ohio.

For sale: One Fairchild 524 turntable with RCA universal pickup. Case somewhat battered, mechanically excellent. Price $375.00. Also one Minitape recorder and charger, perfect condition $225.00. Inquire Radio Station WHRV, Box 99, Ann Arbor, Michigan.

One RCA 73-B professional recorder 33 and 78 rpm standard groove, complete with M1-11850C high fidelity recording head with heater, all in excellent condition, Spencer microscope and automatic recording equalizer, priced very reasonably, WJTN, Jamestown, New York.

Truscon self-supporting # D-30 radio tower— 3 legs—400 feet high—all steel fabricated with standard assembly fittings and equipment. Contact Radio Station WTTH, Port Huron, Michigan.

Booth Leasing Corporation—a national leasing service—whereby you choose the equipment you need—new or used—BLC purchases it from your supplier, at the established price and place it in your studio, transmitter and office on flexible lease terms written to meet your specific requirements. Rentals paid under lease drawn as recommended by BLC are tax deductible expense items. For full information for your attorney, tax counsel and yourself, write, wire or phone O'Fallon & Sons, KFEL-TV Building—550 Lincoln Street, Keystone 4-8281, Denver, Colorado.

Brand new automatic dehydrator, model 1900. Excellent condition. $200 F.O.B. Parry, 342 Palm, Escondido, California.

WANTED TO BUY

Stations

We are principals and want to deal with principals only for a station with annual net income in excess of $25,000 after taxes. All replies confidential. Box 770C, B•T.

Experienced operator wants station in major market. Profitable operation unimportant; price must be right. Give complete details. Box 385E, B•T.

Stations wanted. Oklahoma, Texas, Colorado, Missouri, Arkansas, Kansas. Your station handled by a broker licensed in your state and holding a first-class ticket. Licensed for 15 years in commercial radio. Offices Texas and Oklahoma. Ralph Erwin. Broker. Box 811, Tulsa.

Equipment

Teleprompter, stab amps, microphone boom, power supplies, and other available studio equipment. Box 491E, B•T.

Wanted: Complete twp camera remote gear, with or without remote trucks. Any make in good working order. Phone or contact Pete Omnigian, Chief Engineer, KBET-TV, Sacramento, California.

Wanted: RCA TK20D camera control unit or complete camera chain. KBTV, Denver, 1089, Bannock.

STL audio transmitter and receiver, 900 megacycles, GE or REL. Phil Hedrick, WSJS, Winston-Salem, N. C.

One, three, or ten kw fm transmitter, monitor, coax, and antenna. Claude B. Smith, Evansville Public Schools, Evansville, Indiana.

INSTRUCTION

FCC license training—correspondence or residence. Resident classes held in Hollywood and Washington. Beginners get FCC 1st class license in 3 months. For details write Grantham School, Dept. 1-N, 821 19th Street, N.W., Washington, D.C.

FCC first phone license. Start immediately. Guarantee coaching. Northwest Radio & Television School, Dept. B, 1221 N.W., 21st Street, Portland 9, Oregon.

MISCELLANEOUS

Daily "glibs" for announcers. Quotes, jokes, timely topics. Mailed weekly advance, exclusive one station in city. $20 month TF. Don Clark, 4315 Woodside Haven, Columbia 5, South Carolina.

RADIO

Help Wanted

Salesmen

WANTED

Executive Salesmen Over 35
With Intangible and Advertising

Experience—Valuable Franchise—No Investment—All Sections of Country Open—Commissions Paid Immediately on Sale & Renewals. Write Randall, Suite 100, 1621 Conn. Ave., Washington 9, D. C.

Announcers

Morning Man Wanted

With personality to put on distinctive morning show. Preference given to applicant now successfully doing similar program. Must have bright friendly style and be able to sell top rated program for past fifteen years. Detailed previous experience salaries earned and expected and attach snapshot. Rush audition tape, including commercials confidential. WAKR, Akron, Ohio.

RADIO

Help Wanted—(Cont'd)

PROFIT EARS

By the Millions In Cleveland For TOP DJ

Must be experienced, reliable, with ability to prove value of $50,000. Are you a winner with records at the "mike"? A showman a self-styled progressive ready for spotlight as star attraction. Send photo, air check, tape, complete background, to

WSRS
Cleveland 18, Ohio

Only top rated men need apply

Experienced Announcers Needed
For
Birmingham, Ala. & Norfolk, Va.

Only experienced men of proven ability considered. Excellent earning potential. Good salary plus talent. Good disc jockeys with news and staff experience desired. Send resume, photo and tape to John E. Miller, Program Director, WTOB, Winston-Salem, N. C.

Situations Wanted

Salesmen

SALES
TV or RADIO

I sell. I'm a gal who sells on air *and* off air. For eight year I have been active in a major eastern market, and I mean active. An hour a day as star talent on a network TV station. Switched to time sales on a top notch independent radio station, where I bill close to $5,000 a month. I now want a warmer climate for myself and my nine-year-old daughter. I must earn $150 a week and would like to double in air work and sales, but predominantly sales. My present employers know of this ad and I have their blessing.

Box 457E, B•T

TELEVISION

Situations Wanted

Technical

TV ENGINEER

7 years experience, 2 as UHF chief. Well versed in all phases of construction and maintenance. Desire responsible position in good market.

Box 519E, B•T

(Continues from page 106)

kc, 1 kw D.

WPGA West Point, Ga.—Confederate Radio Co., 910 kc, 500 w D.

KYME Boise, Idaho—Radio Boise Inc., 740 kc, 500 w D.

KVHC O'Neill, Neb.—Holt County Bcstg. Corp., 1400 kc, 250 w unl.

WJWG Conway, N. H.—WJWG Inc., 1050 kc, 1 kw D.

WEHH Elmira Heights-Horseheads, N. Y.—Elmira Heights-Horseheads Bcstg. Co., 1590 kc, 500 w D.

KEOR Enterprise, Ore.—Eastern Oregon Radio Co., 1340 kc, 250 w limited hours.

WGRF Aguadilla, P. R.—Jalcoa Bcstg. Corp., 1340 kc, 250 w unl.

New Fm Stations . . .

ACTIONS BY FCC

Sacramento, Calif.—Capitol Radio Enterprises granted 94.5 mc, 36 kw unl. Post office address Hotel Senator, Sacramento. Estimated construction cost $8,250, first year operating cost $11,040, revenue $15,000. Principals in applicant own KGMS Sacramento. Granted Nov. 16.

Newtown, Conn.—William G. H. Finch granted 94.5 mc, 20 kw unl. Post office address P. O. Box 44, Newtown. Estimated construction cost $12,200, first year operating cost $12,000, revenue $12,000. Mr. Finch is former majority owner WGFH (FM) New York, N. Y. Granted Nov. 16.

APPLICATIONS

Appleton, Wis.—Lawrence College of Wisconsin, 91.1 mc, 10.57 kw. Post office address Harlan S. Kirk, Business Manager, Lawrence College. Estimated construction cost $5,900, first year operating cost $2,500. Applicant is seeking noncommercial educational outlet. Filed Nov. 14.

Austin, Tex.—J. E. Moore Jr., 98.3 mc, 322 w unl. Post office address Box 538, Austin. Estimated construction cost $10,500, first year operating cost $12,000, revenue $15,000. Mr. Moore is wholesale radio supplier and tv manufacturer. Filed Nov. 14.

Existing Fm Stations . . .

ACTION BY FCC

WBNY-FM Buffalo, N. Y.—Granted mod. of cp to change ERP to 94 kw, ant. height 590 ft. Granted Nov. 15.

CALL LETTERS ASSIGNED

KAMS (FM) Mammoth Spring, Ark.—Radio Station KALM, 103.9 mc, 348 w unl.

Ownership Changes . . .

ACTION BY FCC

KFOX-AM-FM Long Beach, Calif.—Granted transfer of control to W. T. McDonald for $75,000. Mr. McDonald is buying 45% and will now own 90% of outstanding stock. Granted Nov. 16.

KTVR (TV) Denver, Colo.—Granted transfer of negative control of licensee corporation from Gotham Bcstg. to wholly-owned subsidiary Radio Hawaii Inc. Radio Hawaii owns WTAC Flint, Mich. Granted Nov. 16.

KQTV (TV) Fort Dodge, Iowa—Granted relinquishment of positive control of permittee corporation by Mr. and Mrs. Edward Breen through purchase of additional stock in station by other original stockholders. No individual will have control. Granted Nov. 16.

KBTN Neosho, Mo.—Granted assignment of license to Neosho Bcstg. Co. for $25,000. Principals with equal interest are Pres. Floyd W. Jones, 33% owner Ozark Airlines, approx. 15% owner Tucson Rapid Transit Co., part owner KICK Springfield, Mo., and KLRS Mountain Grove, Mo., Vice Pres. Lester Strauss, distributor paper and janitor supplies, part owner KICK and KLRS, Sec. Roger H. Taylor, CPA, retail store stockholder, and partner KICK and KLRS, and Treas., Lloyd C. McKinney, owner KRMO Monett, Mo., and KMDO Fort Scott, Kan. Granted Nov. 16.

WNRC-AM-FM New Rochelle, N. Y.—Granted transfer of control to Frances Daniels for $2,000. Transfer is from husband to wife; Mrs. Daniels already holds 47% interest in station. Granted Nov. 14.

APPLICATIONS

WERH Hamilton, Ala.—Seeks involuntary assignment of license to Hugh J. Fite for $29,000. Mr. Fite is purchasing interests of Ernest B. Fite, deceased, and Rankin Fite, with whom he was partner. Filed Nov. 15.

KVRC Arkadelphia, Ark.—Seeks transfer of control to William F. Deaton and John M. Riggle for $34,949.20. Messrs. Deaton and Riggle are affiliated with station as executives. Filed Nov. 15.

KSPA Santa Paula, Calif.—Seeks assignment of license to Juan G. Salas for $25,000. Mr. Salas owns grocery in Santa Paula. Filed Nov. 10.

WBOP Pensacola, Fla.—Seeks assignment of cp to equal partners Edwin V. Spencer, Rudolph K. Schurr, Medford W. Stacy and Vern L. Bessler for $2,958.41. Messrs. Bessler and Schurr are minority stockholders of WMMB Melbourne, Fla. Others are engaged in non-broadcasting activities. Filed Nov. 10.

WPEO Peoria, Ill.—Seeks transfer of control to John R. Livingston. Mr. Livingston, presently 40% station owner, is buying additional 40% from Errett G. Zendt for $14,200. Filed Nov. 10.

KRNT Des Moines, KVTV (TV) Sioux City, both Iowa, and **WNAX Yankton, S. D.**—Seek transfer of control to Gardner Cowles, Gardner Cowles Foundation, John Cowles, et al. Corporate change only; no change in control. Filed Nov. 10.

WJEF Grand Rapids, Mich.—Seeks assignment from Fetzer Bcstg. Co. to wholly-owned subsidiary, Amalgamated Properties Inc. Corporate change only; no change in control. Filed Nov. 10.

KAAA Red Wing, Minn.—Seeks assignment of license to Hiawatha Valley Bcstg. Co. for $60,000. Equal principals are brothers Victor J. and Nicholas Tedesco, minority stockholders of WCOW St. Paul, Minn., co-partners in applicant for new am at Rochester, Minn., and owners of WKLJ Sparta, Wis. Filed Nov. 15.

WHSY Hattiesburg, Miss.—Seeks transfer of 24½% of station stock to Robert N. Robinson, WHSY manager, for $12,000. Filed Nov. 15.

WNEW New York, N. Y.—Seeks transfer of control to WNEW Bcstg. Co. Inc. for $4,076,887.67. Principals include J. D. Wrather (37.5%), who has interests in KFMB-AM-TV San Diego, a grant for uhf in Boston, and pending application for Corpus Christi, Tex., tv, John L. Loeb (37.5%), investment banker, and Pres. Richard D. Buckley (25%) (also one of the sellers). Filed Nov. 10.

WROV-AM-FM Roanoke, Va.—Seeks assignment of license to WROV Broadcasters Inc. Corporate change only; no change in control. Filed Nov. 10.

Hearing Cases . . .

INITIAL DECISIONS

WCLE, WBAC Cleveland, Tenn.—Hearing Examiner H. Gifford Irion issued initial decision looking toward confirming Commission April 19 grant of cp to WCLE for new am to operate on 1570 kc, 1 kw D in Cleveland, Tenn., and denying protest of WBAC Cleveland, to said grant. Announced Nov. 16.

FINAL DECISIONS

Local Deintermixture—FCC denied petitions seeking to deintermix Peoria, Ill., Evansville, Ind.; Madison, Wis.; Hartford, Conn., and Albany, N. Y., but granted petition for assignment of ch. 10 to Vail Mills, N. Y., as consistent with present rules. Announced Nov. 10.

KOTO Albuquerque, N. M.—Commission adopted decision revoking cp granted Wade H. King and D. W. Schieber, d/b as Grande Bcstg. Co. on March 2 for new am station to operate on 1430 kc, 500 w D in Albuquerque and deleting its call letters KOTO. Company did not file written reply to show cause order of June 24 or appear at hearing on Sept. 25. Action Nov. 9.

OTHER ACTIONS

National Deintermixture—FCC instituted general rule-making proceeding to consider possible solutions, on nationwide basis, to deintermixture problem. Proposals should be submitted by Dec. 15. Announced Nov. 10.

Zephyr Cove, Nev.—By order of Nov. 16 FCC denied petition by Charles E. Halstead, tr/as Voice of Lake Tahoe, requesting reconsideration and grant without hearing of his application for new am to operate on 1490 kc, 250 w unl. in Zephyr Cove.

Portland, Ore.—By order of Nov. 16 FCC (1) granted request of Robert E. Bollinger to withdraw petition to dismiss applications of KLIQ Portland (2) granted KLIQ request to accept latter's late appearance, and (3) granted Bollinger request to add engineering issue with respect to Capstaff Bcstg. Co., Oregon Ltd. Involves competing applications for am facilities in Portland.

Richmond, Va.—Nov. 9 FCC corrected transcript of oral argument in proceeding involving competing applications of Richmond Newspapers Inc. and Richmond Television Corp. for new tv station to operate on ch. 12 in Richmond.

Routine Roundup . . .

November 10 Applications

ACCEPTED FOR FILING

Modification of Cp

WSYL Sylvania, Ga.—Seeks mod. of cp (which authorized new am station) to make ant. system changes.

KBET-TV Sacramento, Calif.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to May 1, 1956.

KFSD-TV San Diego, Calif.—Seeks mod. of cp (which authorized new tv station) for extension of completion date to March 1, 1956.

WFAM-TV Lafayette, Ind.—Seeks mod. of cp (which authorized new tv station) to extend completion date to July 1956.

KDLO-TV Florence, S. D.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 6, 1956.

WHIZ-TV Zanesville, Ohio—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 7, 1956.

License to Cover Cp

KGAS Carthage, Tex.—Seeks license to cover cp which authorized new am station.

Renewal of License

WMOK Metropolis, Ill.; WOKW Sturgeon Bay, Wis.; KFEQ-TV St. Joseph, Mo.; KSD-TV St. Louis.

Remote Control Returned

KCHS Truth or Consequences, N. M.—Returned re studio location.

November 14 Decisions

By Comr. Robert T. Bartley

Broadcast Bureau—Granted petition for extension of time to and including Nov. 10 to file ex-

TELEVISION

Situations Wanted—(Cont'd)

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ceptions to initial decision in ch. 11 proceeding, involving applications of St. Louis Telecast, Inc., St. Louis, Mo. Action Nov. 7.

By Hearing Examiner James D. Cunningham

WTBF Troy, Ala.—Ordered that prehearing conference be held at 2 p.m., Nov. 17, re am application of WTBF Troy. Action Nov. 10.

By Hearing Examiner Thomas H. Donahue

Henryetta, Okla.—On hearing examiner's own motion, ordered that prehearing conference be held Nov. 18 re am applications of Henryetta Radio Co. and Henryetta Bcstg. Co. both Henryetta, Okla. Action of Nov. 9.

Saline Bcstg. Co., Saline, Mich.—Granted motion for extension of time from Nov. 7 to Nov. 14 to file proposed findings and conclusions re its am application. Action of Nov. 7.

By Hearing Examiner Herbert Sharfman

Wolf Point, Mont.—Gave notice that prehearing conference previously scheduled for Nov. 14 will be held Nov. 16 at 12:45 p.m. re am applications of Hi-Line Bcstg. Co. and The Wolf Point Bcstg. Co. both Wolf Point, Mont. Action of Nov. 9.

WSUX Seaford, Del.—Ordered that prehearing conference be held Nov. 21 re am application of WSUX Seaford. Action of Nov. 7.

By Hearing Examiner Basil P. Cooper

Radio Suburbia Inc., Hopkins-Edina-St. Louis Park, Minn.—Granted petition for corrections in various respects to transcript re am applications of Radio Suburbia Inc. and Suburban Bcstg. Corp., both Hopkins-Edina-St. Louis Park. Action Nov. 8.

November 14 Applications

ACCEPTED FOR FILING

Remote Control

KNOX Grand Forks, N. D.

Cp

WCMR-FM Elkhart, Ind.—Seeks cp to replace expired cp which authorized new fm station.

Renewal of License

KGLO-FM Mason City, Iowa; KDPS (FM) Des Moines, Iowa.

Modification of Cp

KBAK-TV Bakersfield, Calif.—Seeks mod. of cp (which authorized new tv station) to extend completion date to June 10, 1956.

WDAY-TV Fargo, N. D.—Seeks mod. of cp which authorized new tv station) to extend completion date to Dec. 13.

November 15 Applications

ACCEPTED FOR FILING

License to Cover Cp

WSFB Quitman, Ga.—Seeks license to cover cp which authorized new am station.

WKTL Kendallville, Ind.—Seeks license to cover cp which authorized new am station.

WHLP Centerville, Tenn.—Seeks license to cover cp which authorized new am station.

Cp

WCBC-TV Anderson, Ind.—Seeks cp to replace cp which authorized new tv station.

SCA

WGH-FM Newport News, Va.

Modification of Cp

KNTV (TV) San Jose, Calif.—Seeks mod. of cp to extend completion date to June 15, 1956.

KCTS Seattle, Wash.—Seeks mod. of cp (which authorized new non-commercial educational station) to extend completion date.

License to Cover Cp Returned

KYES Roseburg, Ore.—Application for license to cover cp which authorized new am station returned. Balance dated after verification.

Renewal of License

KPIG Cedar Rapids, Iowa; KSIB Creston, Iowa; WSUI Iowa City, Iowa; KSMN Mason City, Iowa; KBOE Oskaloosa, Iowa; KTRI Sioux City, Iowa; KDMO Carthage, Mo.; KCHI Chillicothe, Mo.; KWOS Jefferson City, Mo.; KFSB Joplin, Mo.; KBTN Neosho, Mo.; KTTR Rolla, Mo.; KSMO Salem, Mo.; KWTO Springfield, Mo.; KSGM Ste. Genevieve, Mo.; KASI Ames, Iowa; KFGQ Boone, Iowa; KCIM Carroll, Iowa; KSTT Davenport, Iowa; KWLC Decorah, Iowa; KRNT Des Moines, Iowa; KDTH Dubuque, Iowa; KGLO Mason City, Iowa; KMA Shenandoah, Iowa; KFNF Shenandoah, Iowa; KWWL Waterloo, Iowa; KXEL Waterloo, Iowa; KJCF Festus, Mo.; KXOK St. Louis; KATZ St. Louis, Mo.; KSIM Sikeston, Mo.; KICK Springfield, Mo.; KALM Thayer, Mo.; KLPW Union, Mo.; KWPM West Plains, Mo.

November 16 Decisions

ACTIONS ON MOTIONS

By Comr. Robert T. Bartley

WTRI (TV) Albany, N. Y.—Granted petition for extension of time to Nov. 29 to file exceptions to initial decision in re application for consent to transfer of control of **WROW-AM-TV Albany, N. Y.**

By Chief Hearing Examiner James D. Cunningham

Elmira, N. Y.—Ordered hearing in proceeding involving applications of Central New York Bcstg. Corp. and Triangle Publications Inc. for ch. 18. Elmira, New York, is continued from Jan. 2 to Jan. 3, 1956. Action Nov. 15.

Milford, Mass.—Ordered that hearing shall commence Jan. 6, 1956, re am application of James W. Miller, Milford, Mass. Action Nov. 10.

Lorain, Ohio—Ordered that hearing shall commence on Jan. 6, 1956, re am application of Sanford A. Schafitz, Lorain, Ohio. Action Nov. 10.

By Hearing Examiner Hugh B. Hutchison

Valley Bcstg. Co., Murphy, N. C.—Granted motion insofar as it requests hearing examiner to direct Cherokee Bcstg. Co., Murphy, N. C., to supply information requested in its letter to counsel for that applicant, dated Oct. 10; Cherokee is directed to supply such information to petitioner on or before Nov. 21; denied motion insofar as it requests enlargement of issues in this proceeding. Action Nov. 14.

By Hearing Examiner Basil P. Cooper

WPWR Laurel, Miss.—Upon consideration of communication of Nov. 5 by Carrol F. Jackson, applicant in proceeding re application of WPWR Laurel, wherein examiner and all parties are advised applicant does not intend to offer any depositions in evidence in this proceeding, ordered that record is closed; pursuant to requirements of Commission's memorandum opinion and order of Jan. 26, such proposed findings of fact and conclusions and briefs as parties may desire to submit, if filed, shall be filed on or before Nov. 28. Action Nov. 10.

Northern Indiana Bcstrs. Inc., South Bend, Ind.—Upon consideration of petition of Nov. 4 by Northern requesting that specified date be announced for start of hearing re its am application and that of St. Joseph Valley Bcstg. Corp., Mishawaka, Ind., ordered that hearing is scheduled to begin Dec. 19 and that prehearing conference will be held Nov. 18. Action Nov. 10.

By Hearing Examiner Annie Neal Huntting

WKPA New Kensington, Pa.—Issued statement concerning hearing conference and order which shall govern course of proceeding re am application of WKPA New Kensington; hearing is scheduled to be held Dec. 5. Action Nov. 10.

BROADCAST ACTIONS

The Commission En Banc

Mechanical Recording—FCC invites comments by Dec. 15 on relative merits of proposals by NARTB and by ABC to relax rules relating to announcement of mechanical reproductions. NARTB proposal would require such announcements only for programs in which the element of time is of special significance. ABC requests present provision waiving recording announcement requirements of am network programs to take care of daylight saving differentials to be extended to include like exception for time zone differences. In this connection, Commission calls for comments on desirability of extending present "daylight saving" waiver and "zone differential" proposal to other sections relating to mechanical reproductions, particularly fm and tv rules.

Zone 1—FCC extended to Jan. 9 effective date of amendment to Sec. 3.614(b) of tv rules concerning ant. heights and power requirements for vhf stations in Zone 1 pending consideration of filings in this proceeding.

SCA

WBAP-FM Fort Worth, Tex.; WCPO-FM Cincinnati, Ohio.

Renewal of License

KMPC Los Angeles, Calif.; KCBS San Francisco, Calif.; WBEL Beloit, Wis.; WCNT-FM Centralia, Ill.; WDUZ Green Bay, Wis.; WIGM Medford, Wis.; WOPA-AM-FM Oak Park, Ill; WVLN-AM-FM Olney, Ill.; WVMC Mt. Carmel, Ill.; WWOC Manitowoc, Wis.; WCRW Chicago, WDWS-FM Champaign, Ill.; WEFM (FM) Chicago.

Broadcast Bureau Decisions

Actions of Nov. 9

WSM-TV Nashville, Tenn.—Granted extension of completion date to June 4, 1956.

WIMA-TV Lima, Ohio—Granted extension of completion date to June 6, 1956.

Actions of Nov. 10

WDAY-TV Fargo, N. D.—Granted extension of completion date to May 13, 1956.

WBEZ (FM) Chicago—Renewal of license returned to applicant. Filed prematurely.

Actions of Nov. 14

WFAM-TV Lafayette, Ind.—Granted extension of completion date to May 24, 1956.

WHIZ-TV Zanesville, Ohio—Granted extension of completion date to June 7, 1956.

KBET-TV Sacramento, Calif.—Granted extension of completion date to May 1, 1956.

KSBR (FM) Stockton, Calif.—Granted extension of STA to remain silent to Feb. 12, 1956.

WEAM Washington—Granted cp to replace expired cp re DA-2.

WHPB Belton, S. C.—Granted license to cover cp which authorized new am station.

KLPT Golden Meadow, La.—Granted license to cover cp which authorized new am station.

WKTQ South Paris, Me.—Granted license to cover cp which authorized new am station.

WBGE-AM-FM Atlanta, Ga.—Granted authority to remain silent for period ending Nov. 21.

Actions of Nov. 15

WSAC Radcliff, Ky.—Granted license to cover cp which authorized new am station.

KFEW Fargo, N. D.—Granted license to cover cp which authorized new am station.

KBEC Waxahachie, Tex.—Granted license to cover cp which authorized new am station.

KDLO-TV Florence, S. D.—Granted extension of completion date to June 6, 1956.

WCMR-FM Elkhart, Ind.—Granted cp replacing cp. Completion date is March 27, 1956.

Actions of Nov. 16

Granted renewal of license: **WMFM (FM) Madison, Wis.; WSNI (FM) Decatur, Ill.; WFMF (FM) Chicago; WENR-FM Chicago; WEPS (FM) Elgin, Ill.; WILL-FM Urbana, Ill.; WNIC (FM) De Kalb, Ill.; WHA-FM, WHAD (FM), WHHI (FM), WHLA (FM), WHWC (FM) and WHSA (FM)** all licensed to **State Radio Council, Madison, Wis.**

WLSV Wellsville, N. Y.—Granted license to cover cp which authorized new am station.

WHLF Centerville, Tenn.—Granted license to cover cp which authorized new am station.

UPCOMING

NOVEMBER

Nov. 28: RAB Clinic, Louisville, Ky.
Nov. 28: Tennessee Assn. Broadcasters, Hotel Peabody, Memphis.
Nov. 29: RAB Clinic, Dayton, Ohio.
Nov. 30: RAB Clinic, Cleveland.

DECEMBER

Dec. 1: Board of Governors of Canadian Broadcasting Corp., Room 262, The Senate, Ottawa, Ont.
Dec. 1: RAB Clinic, Pittsburgh.
Dec. 2: RAB Clinic, New York.

BROADCASTING • TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

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Illegal Use of Bans

WITH every good reason, telecasters are beginning to revolt against the feudalistic monopoly of the National Collegiate Athletic Assn., and the revolt is picking up public support.

Although revolution is not our forte, we cannot but reach for the nearest pitchfork and join the march on the ivy-covered Bastille.

Retaliation against the NCAA began at KRNT-TV Des Moines which defied an NCAA blackout of the Iowa-Minnesota football game Nov. 5.

The next Saturday, in defiance of an imperious order from the NCAA, CBS-TV fed the Wisconsin-Illinois game in line with contractural obligations. WMT-TV, the network's affiliate in Cedar Rapids, Iowa, was blacked out by NCAA rules.

WMT-TV resorted to a most effective kind of passive resistance. For two hours that Saturday afternoon the station telecast a picture consisting only of a card reading: "Wisconsin-Illinois game blacked out by NCAA." At quarter-hour intervals, the station's audio carried a message by William B. Quarton, WMT-TV general manager, explaining the NCAA's monopoly.

Last Saturday, WMT-TV planned to carry the Iowa-Notre Dame game from South Bend, Ind., but the rest of the Iowa stations were blacked out. WJIM-TV Lansing, Mich., has complained of a blackout to the Dept. of Justice.

NCAA officials have been muttering about legal action.

It would be beyond our competence to give legal advice, but as a matter of moral principle we should be disappointed if telecasters were turned back by NCAA threats. We suggest, indeed, that in any court action concerning the NCAA football policy, the NCAA itself would be vulnerable.

It would be hard to imagine a combination operating in more rigid restraint of trade than the members of the NCAA are acting in their joint restrictions on football television.

Point of No Return

WHICHEVER way the FCC might have gone in its determination to re-evaluate tv allocations it would have been in hot water. All viewpoints couldn't possibly have been reconciled, and if it had ventured in any other direction it just as surely would be called to the congressional carpet next session.

Chips fall where they may, the FCC at last did something, after having permitted the whole issue to languish for months. It acted unanimously on rule-making looking toward a full allocations study. But it split 5-2 in denying all pending deintermixture petitions and 4-3 on the first clear-cut vhf drop-in case—regarded as an ominous sign by stations now on the air. The sharpness of the dissents, all by the FCC's senior members, augurs rough going ahead.

On deintermixture, the FCC majority must be taken at its word. These denials, on a package basis, are "without prejudice" to consideration of individual deintermixture petitions in the overall rule-making. There are those who believe—among them two dissenting commissioners—that the practical effect of the majority action is to sound the death knell for uhf.

Certainly uhf isn't helped. But to contend that uhf is abandoned is to accuse the majority of willful deception or abject ignorance. There may be individual commissioners who feel that uhf is secondary, but we know of none who proposes that it be tossed back into the hopper for reassignment to other non-broadcast services—not at this stage.

The majority argues that by its action it has averted another freeze. Whether that is so depends upon how the FCC performs in the immediate future. It has reached the point of no return. Will it now act on hearing cases involving areas in critical need of additional service? It says it will.

Will it act on selective deintermixture cases where, in its judgment, such action is warranted? It implies it will. Parenthetically, it should be observed that it's going to take courage to decide that one area should be made all uhf or all vhf. There are constant threats of court attack and political reprisal. These are the penalties of holding FCC office.

Unused education assignments no longer should be kept in cold storage, no matter how loudly the organized pedagogs may howl. Isn't three years long enough to deprive the public of service to which it is entitled when a scarcity exists? The era of artificial limitations on assignments anchored to a geographical table which no longer is realistic should end as speedily as the procedures allow.

Having decided on wide-open rule-making and preliminary exclusion of deintermixture, the FCC must move swiftly and wisely. It should not tolerate hinder-and-delay tactics. There should be no undue postponements of deadlines because such delays in themselves constitute a freeze.

The key, in whatever formula the FCC may finally evolve, is the maintenance of engineering standards. To deviate from standards once they have been set in the new rule-making or to allow indiscriminate drop-ins or squeeze-ins will destroy service to millions of rural or remote dwellers who then would get no tv at all. This lesson was learned in am broadcasting, and the learning must not be forgotten now in tv.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"He wants to know if you'd be interested in some prison riot films taken from the INSIDE!"

Pictures Across the Seas

IT MAY sound now like engineering doubletalk, but "forward scatter" is a term that promises some day to become as meaningful to television broadcasters and advertisers as "cost-per-thousand" or "rate card."

Forward scatter is a new method for shooting tv signals farther than they could be dependably sent until now. Much refinement needs to be done, but the technique may eventually become usable for intercontinental television relays.

Needless to say, the extension of live telecasting across oceans would profoundly affect the world. It would provide immeasurable expansion of national horizons.

But international television would be meaningful only if operated with something of the regularity of an international network.

Now international networking implies the presence of two conditions: technical facilities and commercial operation. It would be quite impractical to think of a regular network arrangement between a U. S. system carrying advertising and a system which shuns commercials, like the BBC.

An arrangement could be made, however, between a U. S. commercial system and a European counterpart. Indeed an advertiser who distributes products both in America and abroad should find such a network a medium of unparalleled effectiveness.

It is a happy coincidence that forward scatter is being developed at a time when commercial tv is beginning to take hold in Europe.

To be sure, there will be many problems to be solved—including some tough ones connected with forward scatter itself—before regular transoceanic tv service can be started. And there will be other problems that come up after the service is technically possible.

We feel sure, however, that the urge of people to communicate with one another will be great enough to force solution of the problems. It will not be unduly long before station relations departments will be worrying about time clearances in the 8 p.m. period in London, Rome and Berlin.

WWJ Launches Local Color TV
By HERSCHELL HART
This is Color Day.
This is the day WWJ-TV—The Detroit News racks up an-other "first" by telecasting color from its own studios. It will be the first station in Michigan to acquire color equipment and put it to use.
Starting at 10 this morning, WWJ-TV will launch its new venture with four hours of special colorcasting to be followed at 6:30 by "Show Biz," second in NBC-TV's Color Spread series for the new season.
In the locally-produced segment of this four-hour color showing you will see a filmed story of Detroit and you will visit Santa Barbara, Calif. On "Adventure Her" you'll sail around the world Yankee, and you'll horse in Chile
ARMCHAIR CRITIC
Detroit and WWJ Have Colorful Day
By ROBERT E. LUBECK
For Detroiters who have color television sets yesterday was like an all-day spectacular.
The reason was Color Day at WWJ-TV. And quite a vivid show it was that The Detroit News station put on to hail another first in its broadcasting career.
The first Michigan station to originate local colorcasts from its own studios, WWJ marked the milestone by presenting four hours of color films and slides
lations by Mayor Cobo in color film.
The mayor, who wore a blue suit and a red tie with white stripes, praised The Detroit News for its pioneering work in radio, FM and TV and now in color television.
Sponsors had their say, of course, with bright slides and
CONGRATULATIONS BY COBO
WWJ's "regulars"—Ross Mu holland, Tom and Arlene Hadl and Mort Neff—were on h too, to present their
Part of the
film commercials to give the day a more normal look.
"SHOW BIZ' SMOOTH
Apart from the locally pro-duced telecast, viewers also saw last night one of the best shows yet on NBC's fall parade of 90-minute spectaculars. It was "Show Biz," a breezy review of the entertainment world from 1900 to the present.
The program starred Groucho Marx, Bert Lahr, Bea-Beatrice Kay, Art Linkletter
where in a smoothly paced st that was remarkably fresh for its reworking of a tired theme, namely: The Good Days of Vaudeville.
Yes sir! It was a big day color television in Dete a big day for the
TODAY IS THE DAY . . . IT'S
COLOR
DAY . . . on WWJ-TV
First television station in Michigan and first to present
in this area, WWJ-TV leads
many local programs in
W-
WWJ-TV Inaugurates Local Colorcasting
Six and a half hours of color TV will launch WWJ-TV(4) Sunday as the first TV station in the state to carry locally originated color.
Color Day programs will include: Color; the New Horizon; the inaugural show at 10 a.m.; special color films on Adventure Ho at 11 a.m.; Colorful Outdoors with Mort Neff at 12:30 p.m.; Color Comes to Detroit, the dedication show featuring films of Detroit, at p.m. Nature Trails at 5 p.m. special films clips on Sun-News Final at 11 p.m. shows will all originate WWJ-TV's new color
"Show Biz," an
NBC-TV network production, will be seen in color at 6:30 p.m.
• • •
WWJ-TV's COLOR equipment is limited to transmitting color slides and films. The station is not yet equipped to originate live color shows. All the color telecasts can be picked up on black and white TV sets.
THER TV FIRST
olor to Come o WWJ Sunday
HERSCHELL HART
Sunday, and portions o o'clock news will be in "Show Biz" will cover t lights of 53 years of thea show business, and will Rosemary Clooney, Den Paul Gilbert, Beat Buster Keaton, Ear Lahr and Sh
ME
Another WWJ First
The pioneering enterprise and imag ination that have consistently marke the work of WWJ, our affiliated radi and television station, now bring Detroit another "first."
Viewers here with sets adapted t color reception will witness Sunday th first locally produced color telecast i Michigan. With color assured of i place in television's future, WWJ-TV last year became the first Michi station equipped to telecast net shows in color. Sunday's gram will be televised in W studios with its own
Intense work possible this sch equipment is f of course ex the closing Federal Comm finally gave spor its choice be weer offered. W launch

FIRST AGAIN IN MICHIGAN!

Trailblazing is an old, familiar habit of Michigan's First Television Station. And here we go again — this time with the first local color television in the state.

"Color Day" was Sunday, October 9, when WWJ-TV transmitted over four hours of station-originated film and slide features in tinted video. Plans call for a continuing and growing number of programs in the new medium, including local news coverage.

***This important step forward**—the first color film-and-slide installation in Michigan—is another example of WWJ-TV's traditional policy of always being first with the finest . . . leadership that pays dividends to every advertiser.*

In Detroit . . . You Sell More on channel

4 WWJ-TV

NBC Television Network
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Associate AM-FM Station WWJ

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